



2006 City Services Satisfaction Survey

**Final Report
For FY 2007**

CONFIDENTIAL

**Prepared For:
CITY OF ARLINGTON**

**Study #060867
January 2007**

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BACKGROUND AND OBJECTIVES

This is the sixth annual survey among City of Arlington residents to measure satisfaction with city services. The benchmark study was conducted in December 2000, and subsequent waves have occurred between November or December each year.

The 2006 wave was conducted in January and February of 2007 and was significantly changed from previous waves. The questionnaire was redesigned to more closely match the ICMA study. This will allow the City of Arlington to compare the City to other cities of similar size and makeup across the country.

The purpose of the survey is to assess citizens' current perceptions of city services, to identify areas where the City is perceived as doing well and areas where improvement may be needed, and to monitor the effectiveness of the City's efforts to improve services. Information gathered from this seventh wave of interviewing will also be used in planning and budgeting for 2007.

METHODS

A total of 445 telephone interviews were conducted among residents within Arlington city limits. Within this sample, quotas were set for gender, age and zip code to ensure an accurate representation of the city's population. Random-digit sampling was used primarily. (Some supplemental purchased listed sample was used to fill quotas in a few zip codes that are difficult to target using random-digit sampling.)

All respondents were age 18 or over and live within Arlington city limits, excluding Dalworthington Gardens and Pantego. Forty-six percent were male and fifty-four percent were female.

Interviews were conducted January 22 through February 7, 2007.

A copy of the questionnaire, along with further discussion of data collection and data processing procedures, is presented in the Appendix.

USE OF DECISION ANALYST, INC. NAME

Prior written approval from Decision Analyst, Inc. is required for the use of its ***name*** in connection with any public release of research data, the substantiation of any advertising claims, and/or the use of research data as evidence in any legal proceedings or litigation.

EXECUTIVE SUMMARY

Overall Rating Of Arlington and City Services

The perception of “quality of life” within Arlington is moderately high among residents.

- Four out of five residents (82%) rate Arlington as offering a “good” or “excellent” quality of life.
- Although this rating has improved in the past year, it is generally flat from 2002.
- Feeling of safety is the most important aspect in determining the quality of life in Arlington.

Most city services in Arlington receive high overall ratings.

- Eight of the 13 services rated receive a top-two-box rating (“good” or “excellent”) of 87% or higher.
- The Arlington Fire Department, at 95%, continues to receive the highest ratings among city services.
- Park & Ride, Handitran, and the One Start Shop program received the lowest rating out of all services.

Consistent with these overall ratings, customer service provided by the city is rated moderately high (79%).

Neighborhoods

Residents continue to rate their neighborhoods positively in terms of quality of life (79% “excellent” or “good”).

- Condition of major and residential streets are perceived as the biggest problem in city neighborhoods.
- Other problems of note are car and residential burglaries, stray animals, and dilapidated fences.
- Safety, again, is reported as the most important aspect affecting the overall quality of life in the neighborhood.

Neighborhoods in Arlington continue to be rated very safe for walking alone during the day (very safe 72% or somewhat safe 24%), though much lower at night.

- One out of three residents say they would feel very safe walking alone in their neighborhood at night.
- Residents feel most unsafe walking in Arlington business areas at night.

Rating of Services on Specific Attributes by General Population

Streets. Streets in Arlington are perceived as an area for improvement. Specific areas include availability of sidewalks and management of traffic during peak traffic hours, management of traffic flow, and the overall condition of streets and roads. Too much traffic on city streets remained the number one problem when driving in Arlington reported by more than 2/3 of respondents. The remaining top four problems also remain the same from last year.

About 50% of residents say that driving or traveling within Arlington is more difficult than a year ago, a significant increase from 41 percent one year ago.

Water. Although declining from 2003, the quality of water and wastewater service is perceived as moderately high (82%), while the overall quality of tap water has significantly increased over last year to a top-two-box rating of 88 percent.

City Initiatives. The city's efforts on six initiatives are rated as moderate to moderately low. Among the initiatives rated last year, all showed improvement. Developing transportation rated the lowest among all city initiatives (27%).

Schools and School Districts

Seventy-two percent of Arlington residents report living in the Arlington School District. Of those living in the Arlington School District, 82 percent were satisfied with the school district, while 83 percent were satisfied with their local schools.

Usage and Perceptions of Services

- The fire department rated the highest in handling concerns in a satisfactory manner (97%).
- The street department received the lowest rating (64%).

Recreation Facilities. At least 85 percent of Arlington residents have visited some kind of parks and recreation facility in the past 12 months. Although both are still declining from 2000, city parks and libraries continue to be the city facilities most widely used by residents while the tennis center is the least used city facility.

Users perceive the overall quality of recreation and library facilities very positively.

Curbside Recycling. Most (90%) users rate curbside recycling as excellent or good.

Arlington Landfill. Eighty-eight percent of users rated the landfill as excellent or good.

Arlington Animal Services Center. The overall quality rating by users leaves room for improvement with 76 percent rating the animal services center as excellent or good.

Arlington Convention Center. Most residents who have visited or used the center rate the overall quality high (89%).

Arlington Municipal Court. Residents who have visited the Arlington Municipal Court in the past 12 months continue to see some need for improvement with an excellent or good rating of 79 percent.

Police Department. Received a top-two-box rating of 87 percent. While not significant, this has increased directionally over last year and is back on par with previous years.

Fire Department. The Arlington fire department continues to be rated the highest among all city services in all areas.

Access to City Government & Importance of Internet

Rating of “providing citizen access or input to government” has increased slightly over 2005 and significantly increased from 2000.

- Arlington residents continue to feel the need for improvement in the city providing citizen access and input to city government.

The city’s effort to keep the public informed is also perceived positively.

- Eighty percent of Arlington residents feel that the City keeps them informed.
- However, except for the Cowboy stadium project and the water conservation campaign, the levels of being informed at least somewhat about various city projects and campaigns appear to be moderate at about 50% or lower.

DETAILED FINDINGS

Overall Rating Of Arlington And City Services

In terms of quality of life, Arlington residents rate the city moderately high as a place to live. Four out of five residents (82%) rate Arlington as offering a “good” or “excellent” quality of life. While the quality of life rating in 2007 has increased over 2005, it is gradually trending downward, and has declined significantly from 2000.

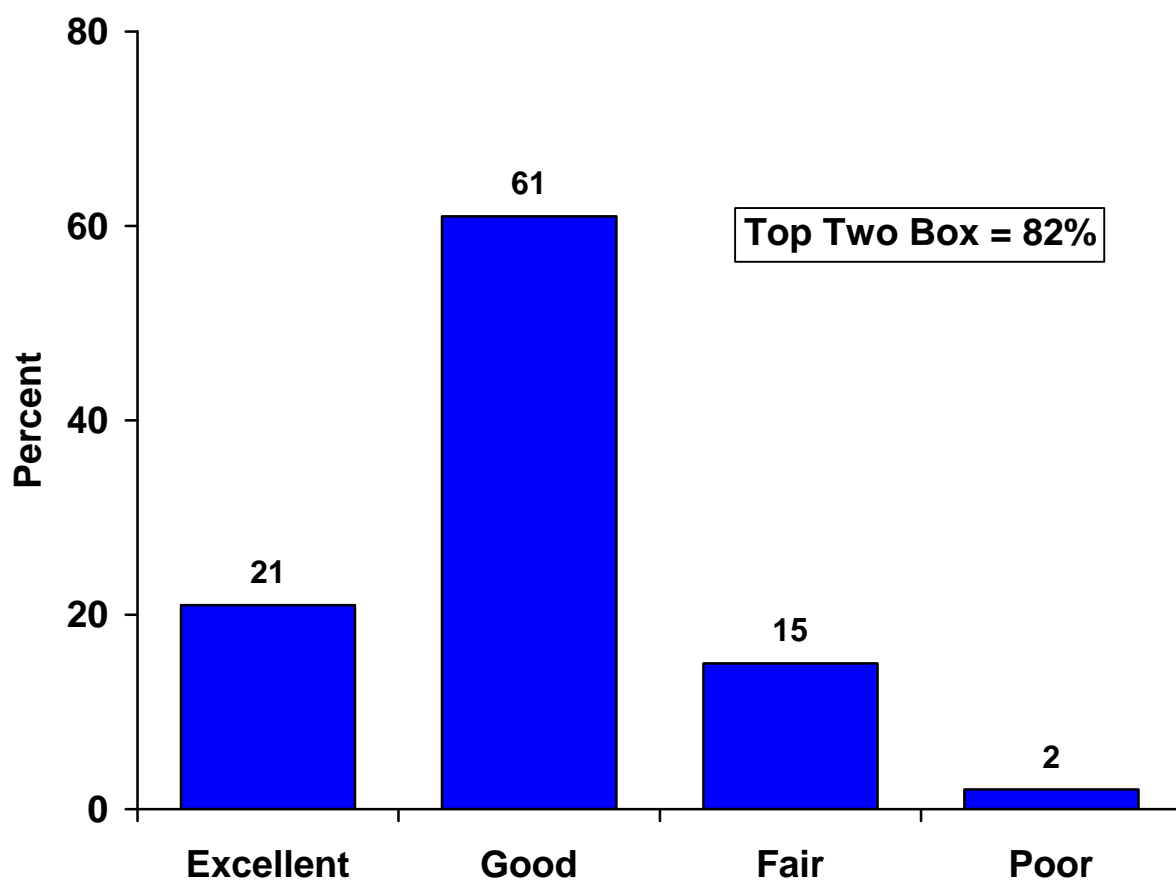
Residents rank the feeling of safety as the most important aspect of a city that affects the quality of life rated by 22 percent of respondents. Feeling of safety includes feeling of safety in the city (14%) and crime rate (8%). The next highest rated attribute was the quality of schools with 12 percent, followed by convenient location (7%), entertainment venues (6%), city appearance/cleanliness (6%), management of traffic (5%), and economy (4%). Sense of community, city services, public transportation, recreation facilities, cost of housing, environment condition, taxes, and medical services all received less than a 3 percent mention.

City services in Arlington generally receive high overall ratings, with eight of the thirteen services rated receiving a top-two-box rating (“good” or “excellent”) of 87 percent or higher. The Arlington Fire Department, at 95 percent, continues to receive the highest ratings among city services, followed by Emergency Medical Services, Community Education Services by the Fire Department, curbside recycling, convention center, garbage collection, landfill efforts, and police. Services receiving the lowest ratings are municipal courts, animal services, Park & Ride, Handitran, and One Start Shop.

Overall ratings of the city handling concerns in a satisfactory manner rated generally high with more than half of the services receiving a top-two-box rating (“good” or “excellent”) of 85 percent or higher. Once again the fire department had the highest rating at 97 percent. Community Planning and Development and the Street Department rated the lowest in handling concerns in a satisfactory manner, both with a rating of 64 percent.

Consistent with these overall ratings, customer service provided by the city is rated moderately high (79%), this is a slight increase over last years rating of 78 percent. Only four percent of residents rate customer service as “poor”, this was no change from the previous year.

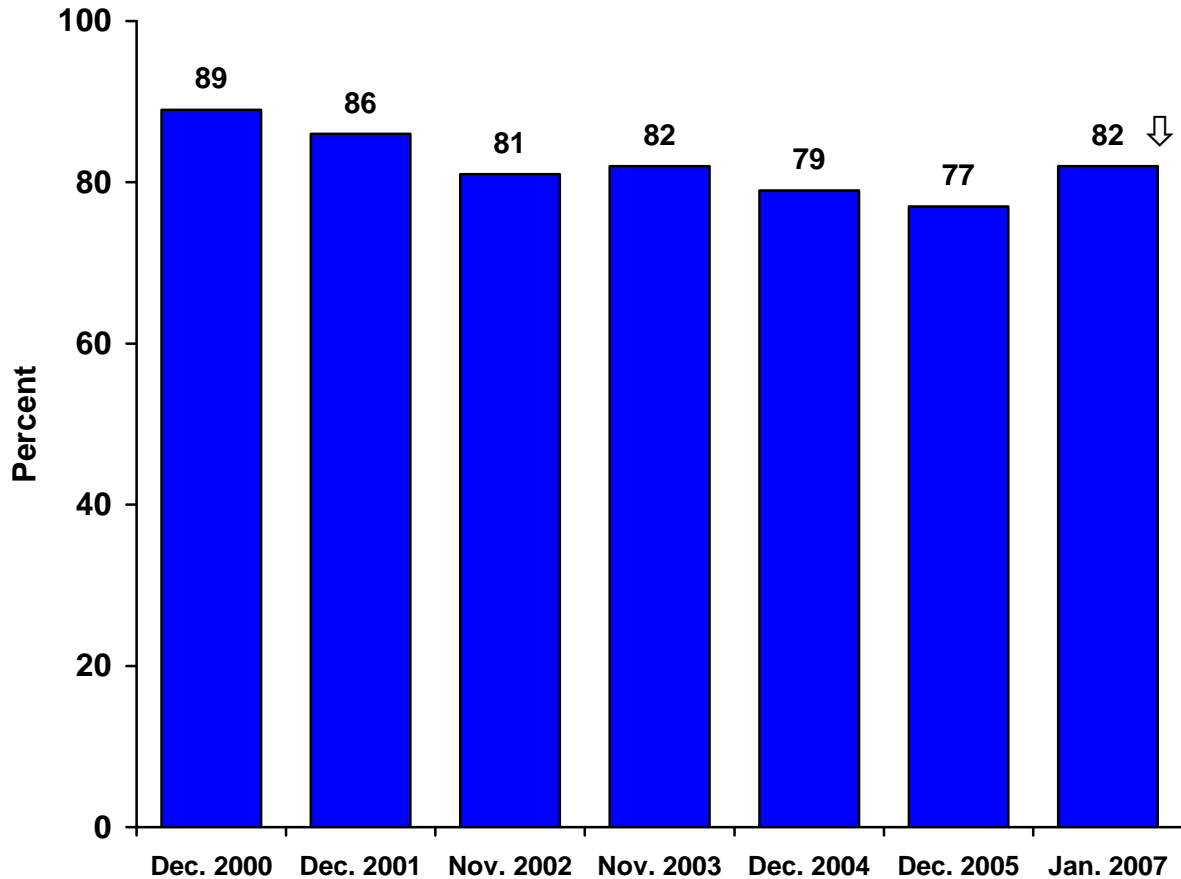
Overall Rating Of Arlington As A Place To Live



Question: Q1: "Overall, how would you rate Arlington as a city to live in, in terms of quality of life?"

Base: Total respondents, excluding "don't knows." (n=445)

Overall Rating Of Arlington As A Place To Live – Trend (Top Two Box—Excellent/Good)

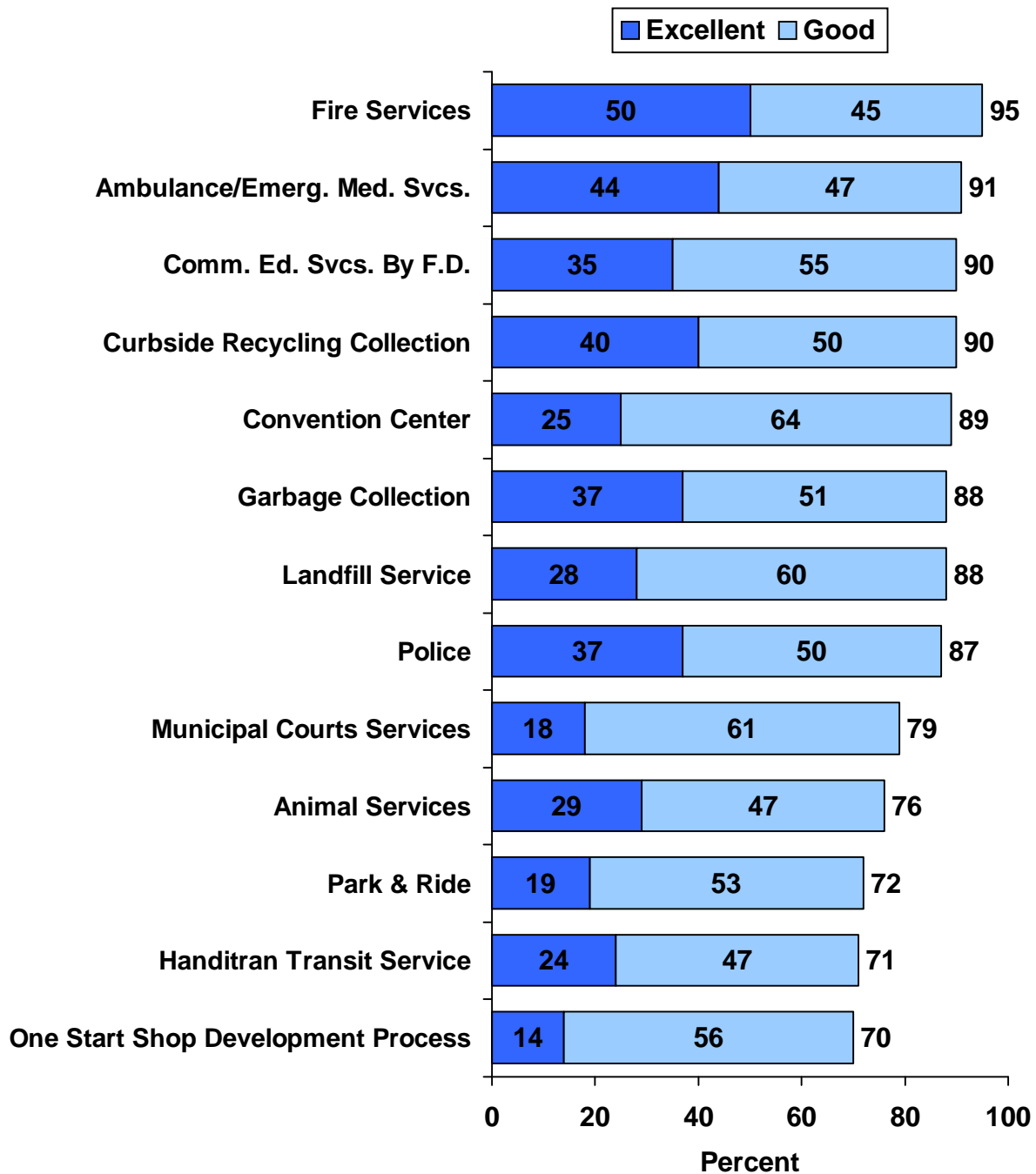


Question: Q1: "Overall, how would you rate Arlington as a city to live in, in terms of quality of life?"

Base: Total respondents, excluding "don't knows." (2000 n=496; 2001 n=500; 2002 n=498; 2003 n=504; 2004 n=448; 2005 n=455; 2007 n=445)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the last wave in 2004. A block "up" arrow (⇑) indicates a significant increase and a block "down" arrow (⇓) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

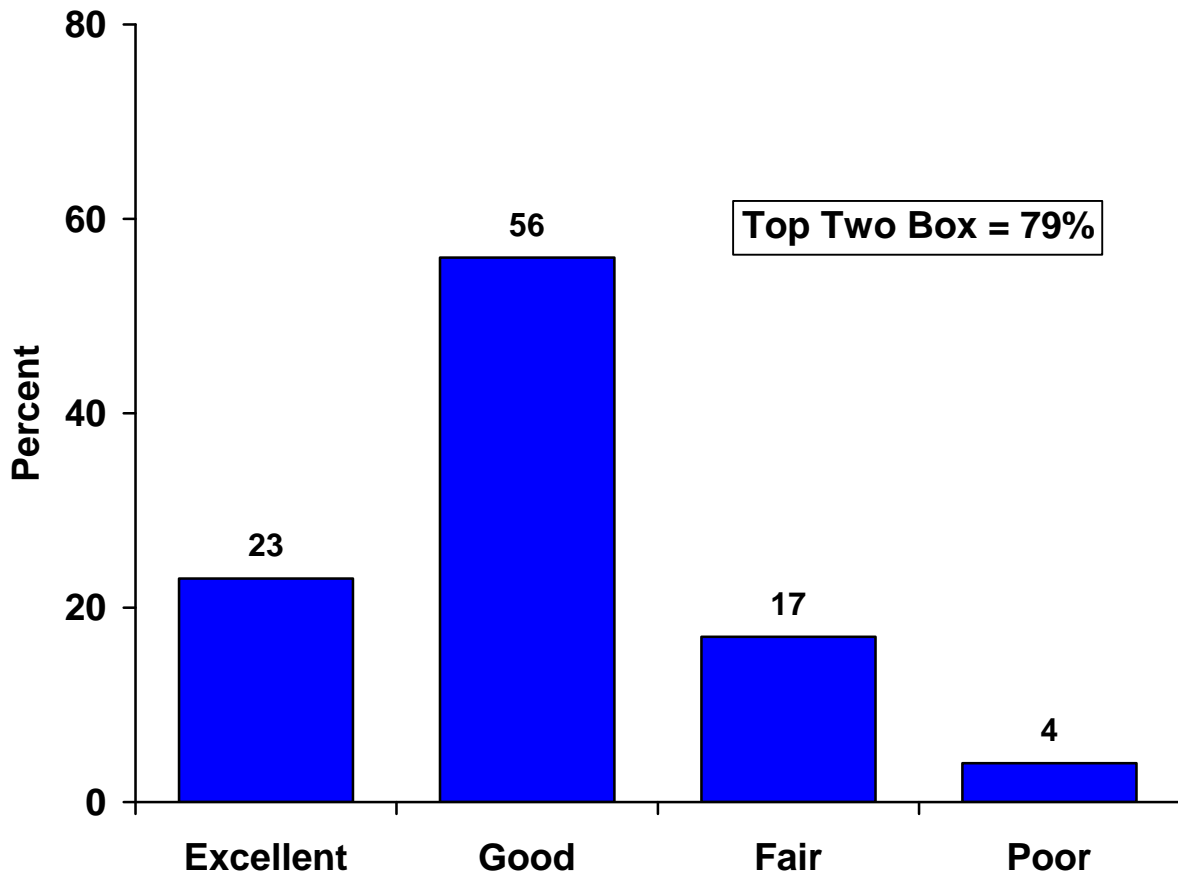
Overall Ratings Of Arlington City Services by Users



Question: Q11: "And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited ***in the past 12 months.***"

Base: Total respondents, excluding "don't knows." (Base Varies)

Overall Rating Of Customer Service By City

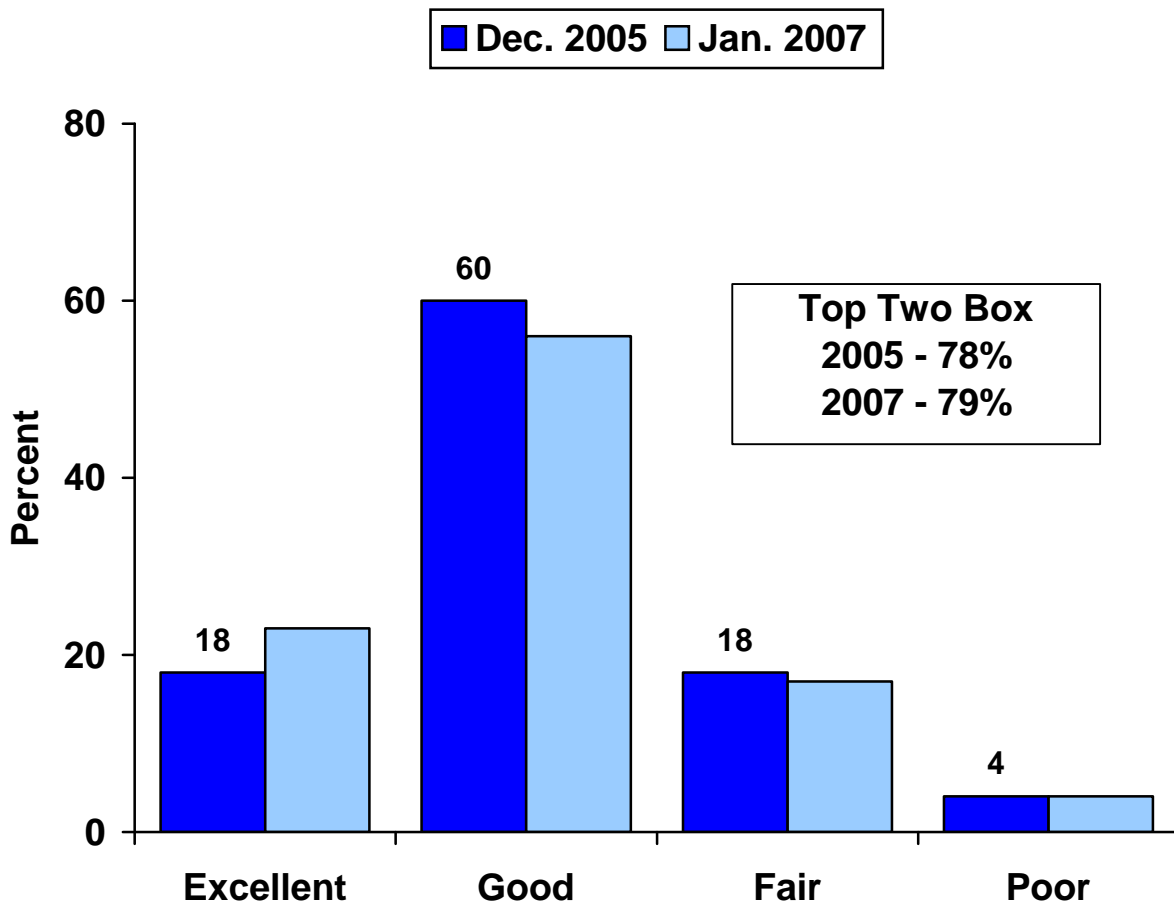


Question: Q6: "Overall, how would you rate the level of customer service provided by City Of Arlington departments?"

Base: Total respondents, excluding "don't knows." (n=425)

Note: This question asked beginning in 2005.

Overall Rating Of Customer Service By City - Trend

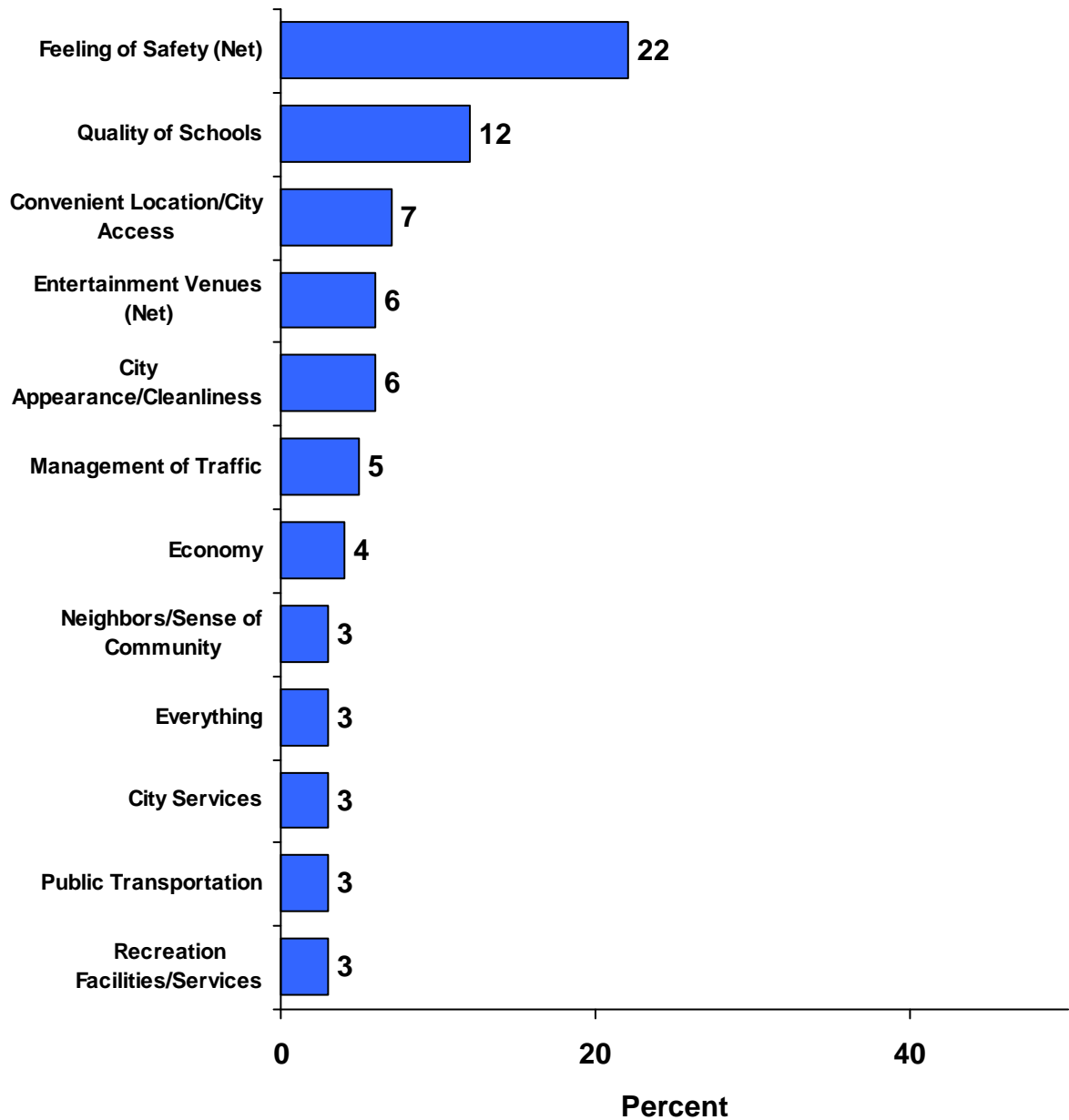


Question: Q6: "Overall, how would you rate the level of customer service provided by City Of Arlington departments?"

Base: Total respondents, excluding "don't knows." (2005 n= 416; 2007 n=425)

Note: This question asked beginning in 2005.

Most Important to Quality of Life (Arlington)



Question: Q1b: "If you had to choose one of the following aspects or conditions, which one would you choose as most important to the quality of life in Arlington?"

Q1x: "When you think about rating the overall quality of life in Arlington, what one thing is most important to you, or has the greatest influence on your overall rating?"

Base: Total respondents (n=445)

Neighborhoods

Arlington residents continue to rate their neighborhoods positively in terms of quality of life (79% “excellent” or “good”). However, the rating dipped below 80 percent for the second time since 2000. The ratings dropped from 82 percent in 2005 to 79 percent this year.

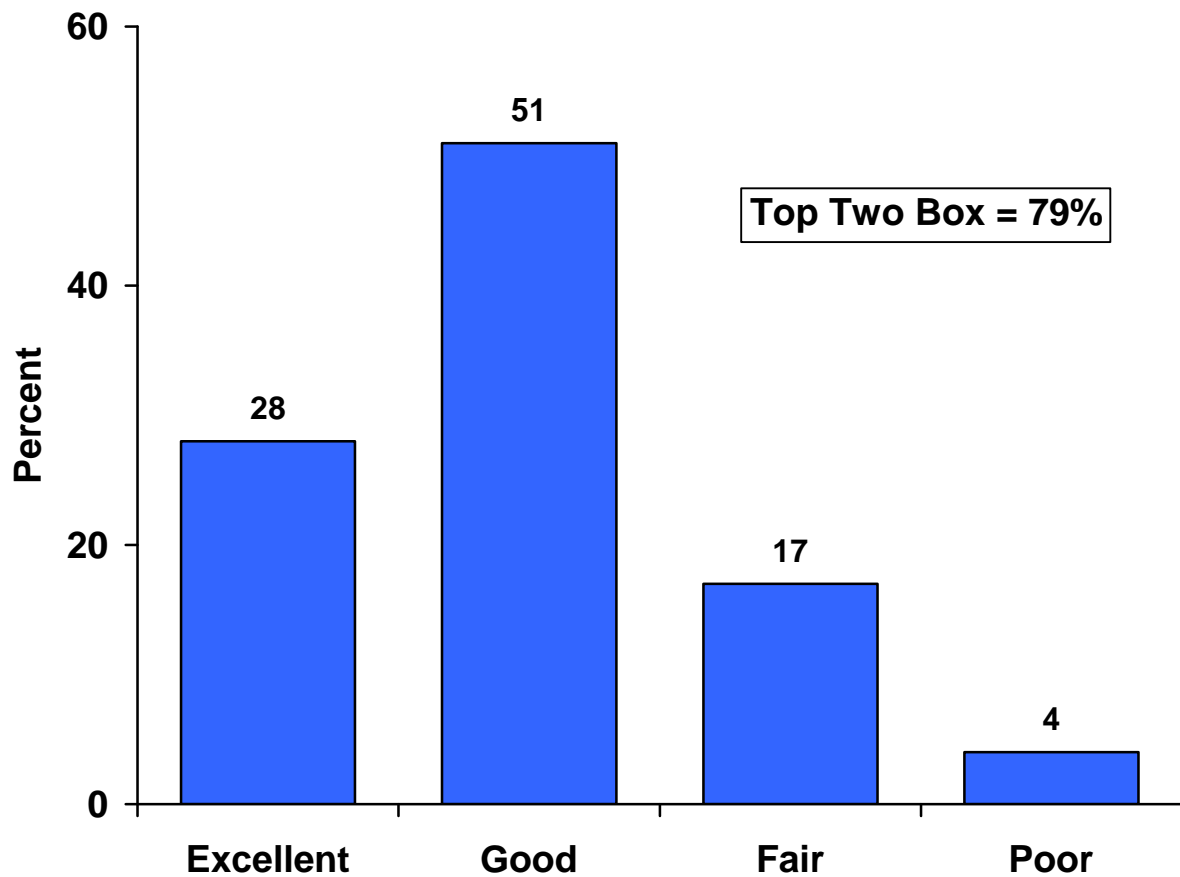
The main aspect that determines residents’ perception of the quality of life in their neighborhood is the feeling of safety, consistent with the city ratings. Thirty nine percent of residents rated feeling of safety as the most important. Feeling of safety includes feeling of safety in your neighborhood, peaceful/quiet, and crime rate. Neighborhood appearance/condition was next with 21 percent rating it as most important. Neighborhood appearance included physical condition/appearance of residential property, cleanliness, condition of streets, adequacy of street lighting, trees, physical condition/appearance of shops and stores, and condition of sidewalks. Sense of community rated third with a rating of 15 percent. Educational environment, convenient location, and availability of entertainment venues were all reported by 3 percent of respondents. Availability of recreation facilities, economy, and management of traffic all received less than 3 percent mention.

Condition of major streets and condition of residential streets are perceived as the biggest problems facing city neighborhoods. Among other areas viewed as a major or at least somewhat of a problem by more than 20 percent of Arlington residents are: car burglaries, residential burglaries, stray animals, dilapidated fences, property cleanliness/maintenance, street lighting, and trash and litter.

Residents’ perceptions of neighborhood problems generally appear to be consistent with measures from the previous years, with changes due primarily to the changing of the questions asked. Condition of major and residential streets and car/residential burglaries remain among the top five concerns for residents.

Neighborhoods in Arlington continue to be rated very safe for walking alone during the day (very safe 72%, somewhat safe 24%), though much lower at night, as only about one out of three residents say they would feel very safe walking alone in their neighborhood at night.

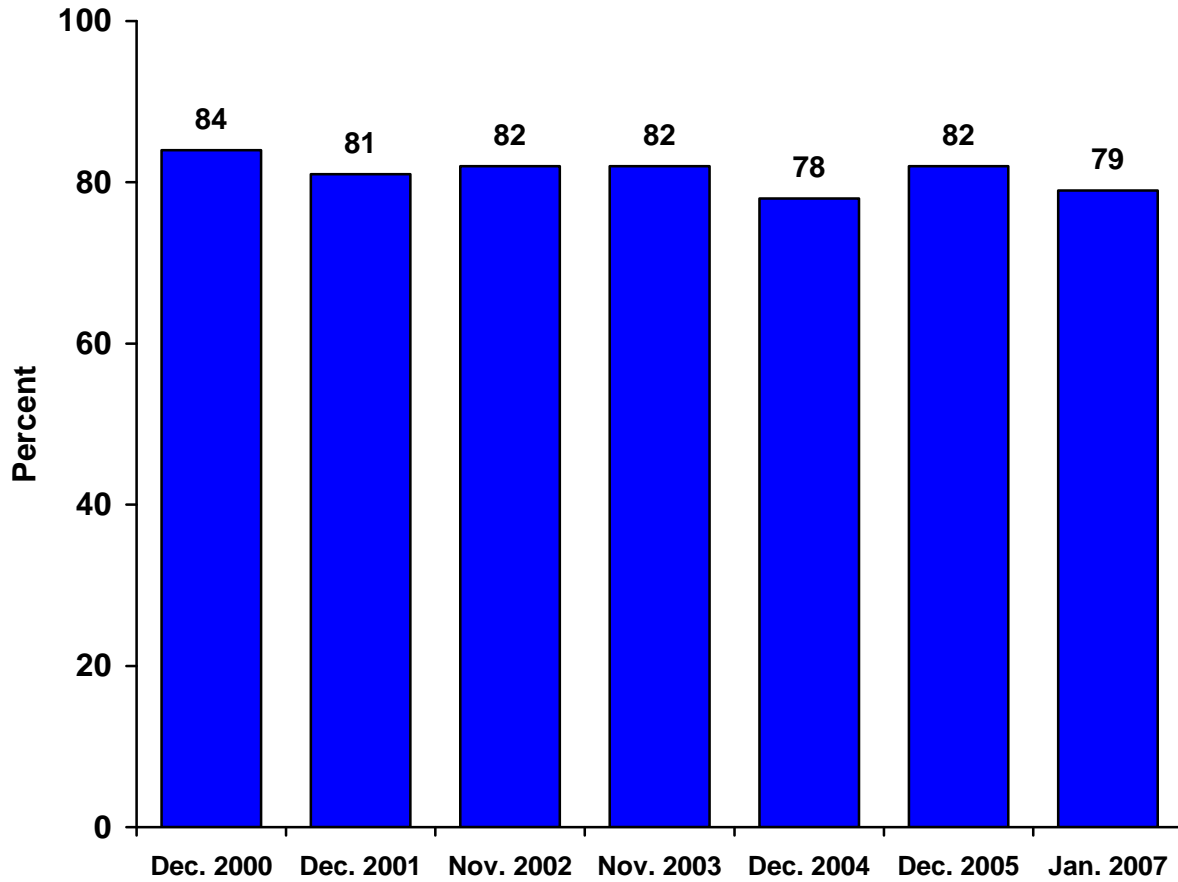
Overall Rating Of Neighborhood As A Place To Live



Question:Q2 "Overall, how would you rate your neighborhood as a neighborhood to live in, in terms of quality of life?"

Base: Total respondents, excluding "don't knows". (n=445)

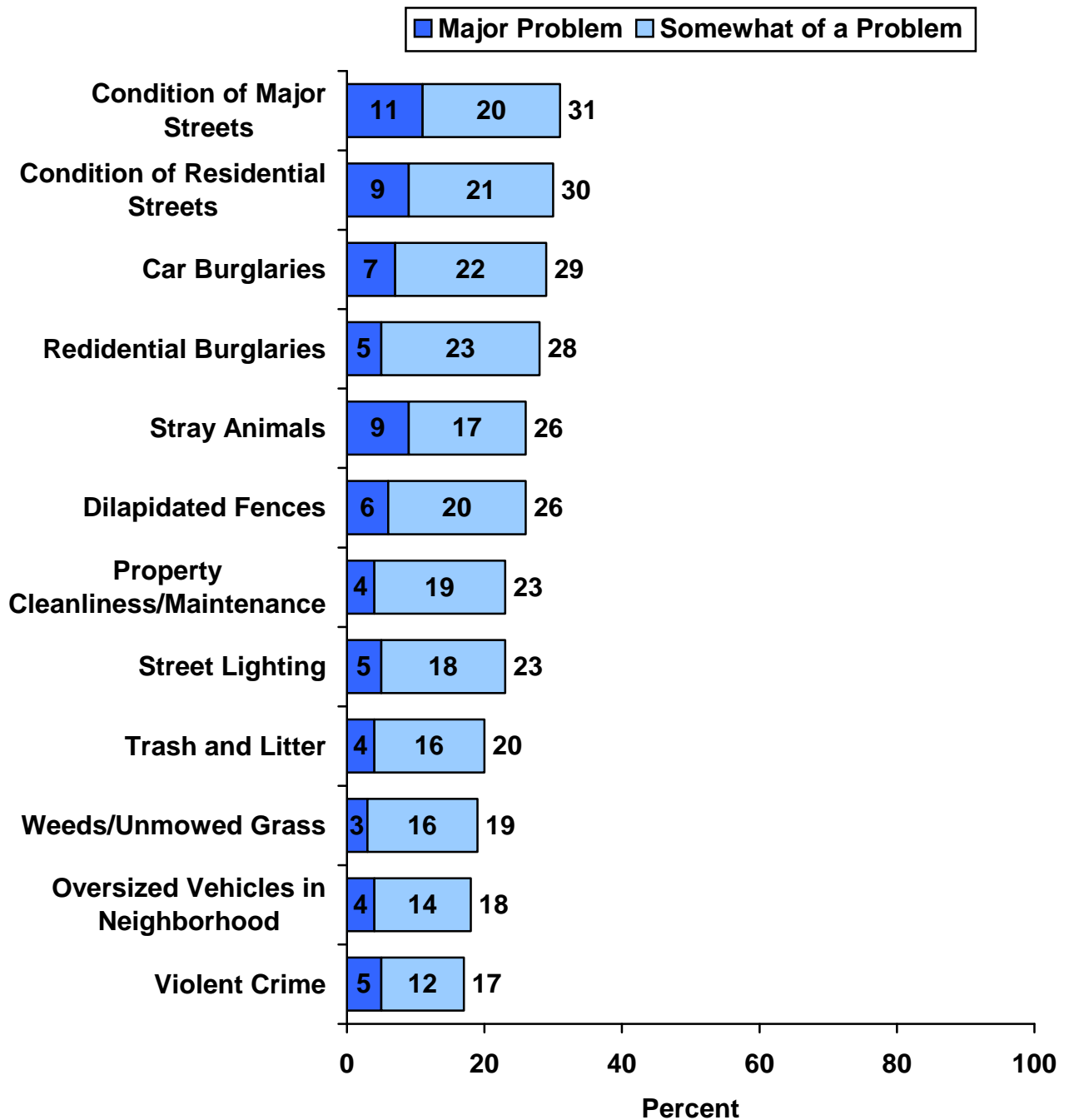
Overall Rating Of Neighborhood As A Place To Live – Trend (Top Two Box—Excellent/Good)



Question:Q2 "Overall, how would you rate your neighborhood as a neighborhood to live in, in terms of quality of life?"

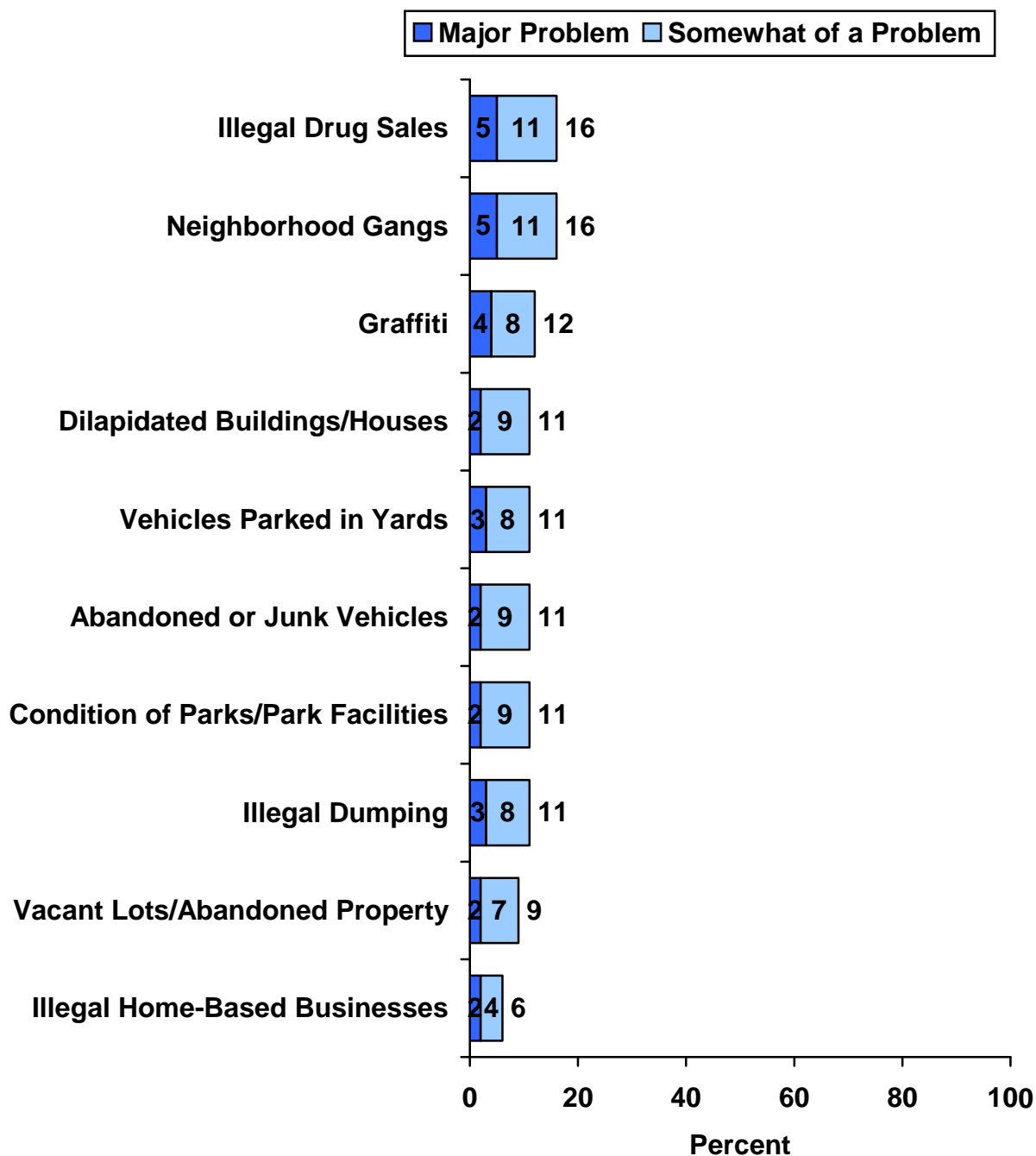
Base: Total respondents, excluding "don't knows". (2000 n=499; 2001 n=502; 2002 n=500; 2003 n=504; 2004 n=448; 2005 n=457; 2007 n=445)

Perceptions Of Neighborhood Problems



(Continued)

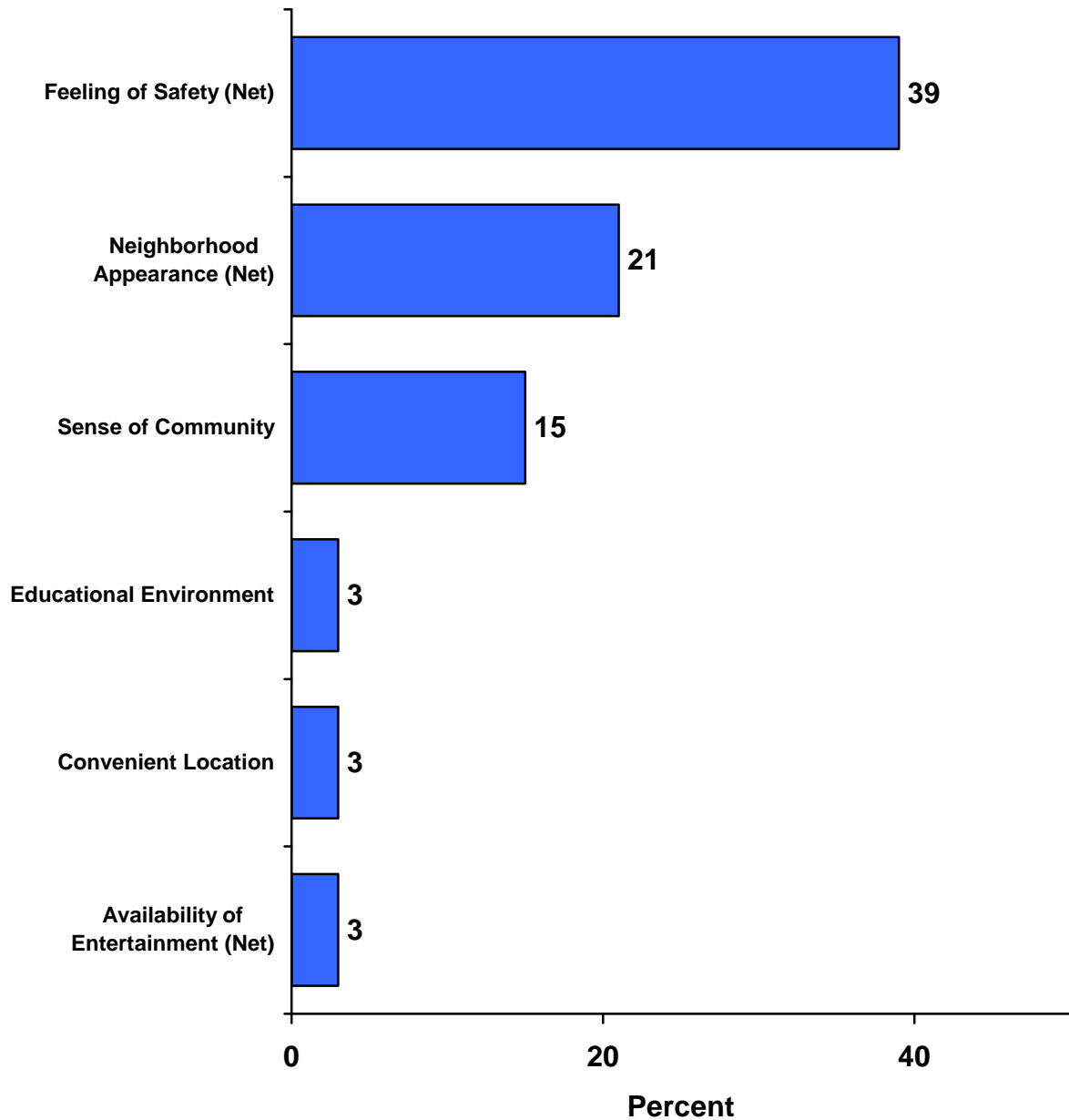
Perceptions Of Neighborhood Problems (Cont.)



Question: Q3 "Thinking about the neighborhood you live in, please tell me whether you think each of the following is a major problem, somewhat of a problem, only a small problem, or not a problem."

Base: Total respondents. (base varies)

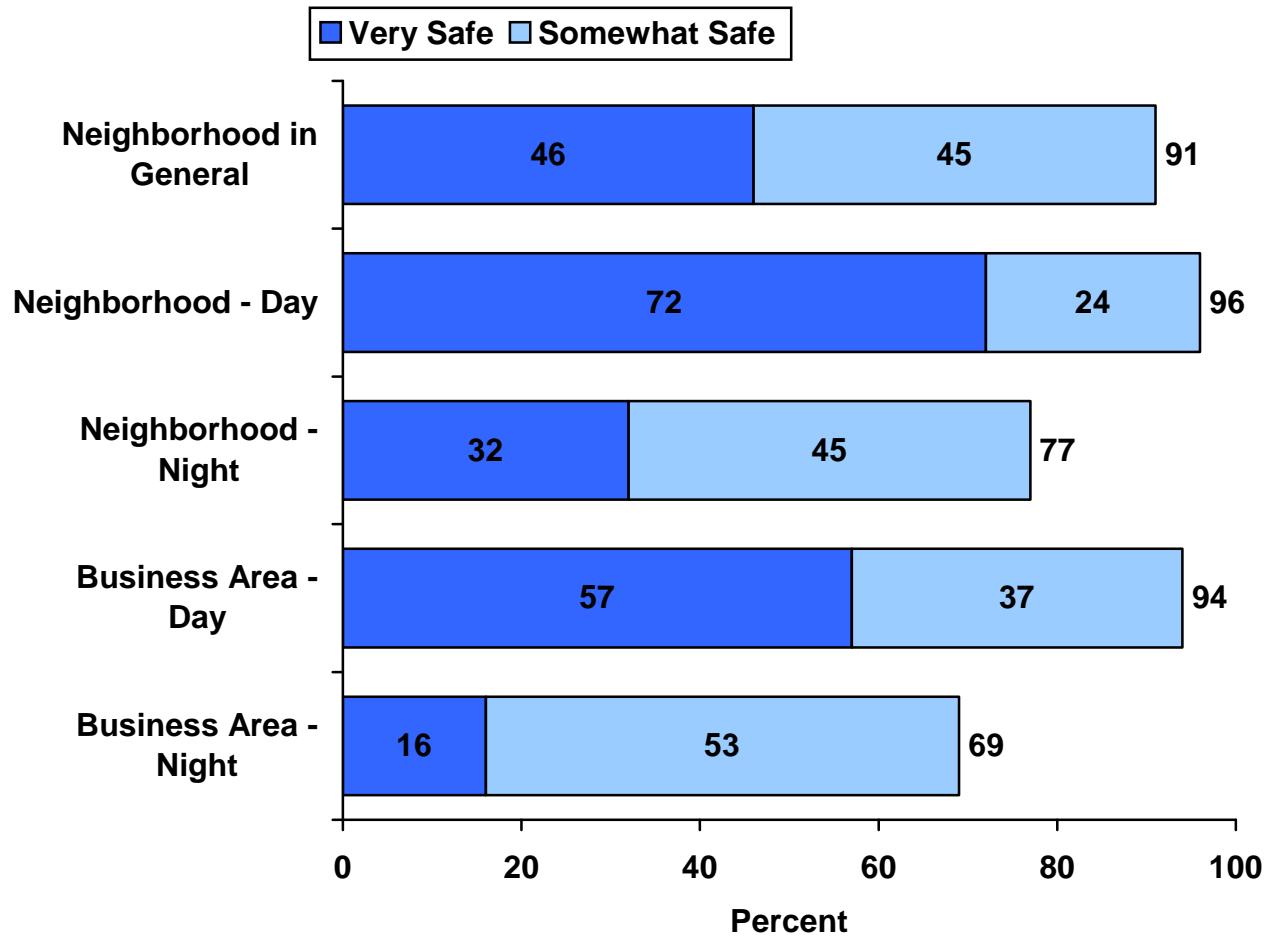
Most Important to Quality of Life (Neighborhood)



Question: Q2b: "If you had to choose one of the following aspects or conditions, which one would you choose as most important to the quality of life in your neighborhood?"
Q2y: "When you think about rating the overall quality of life in your neighborhood, what one thing is most important to you, or has the greatest influence on your overall rating?"

Base: Total respondents (n=445)

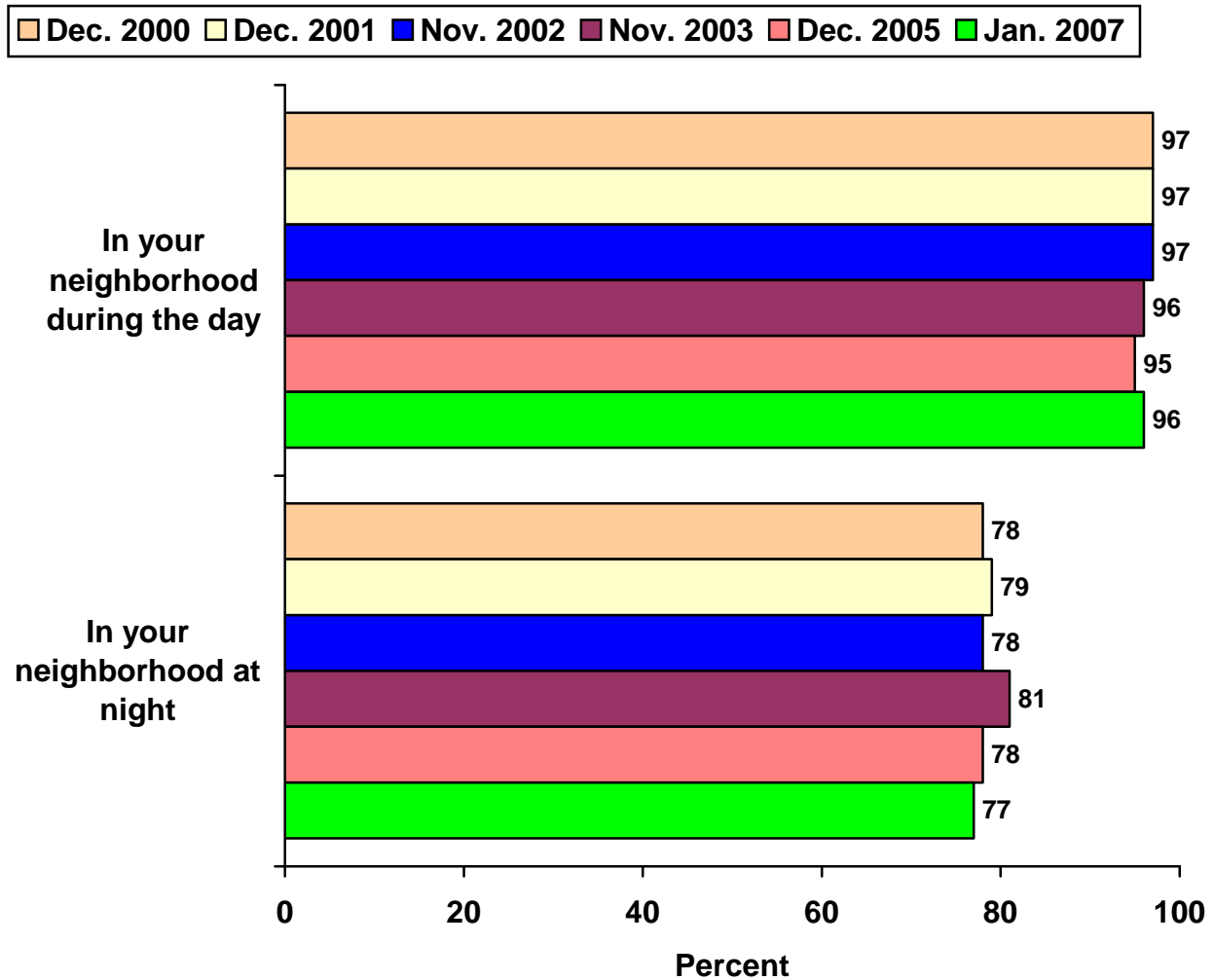
Feeling Of Safety Walking Alone...



Question: Q19a/b/c/d/e "How safe would you feel walking alone in your neighborhood/business area in general/during the day/at night?"

Base: Total respondents, excluding "don't knows." (Base Varies)

Feeling Of Safety Walking Alone... – Trend

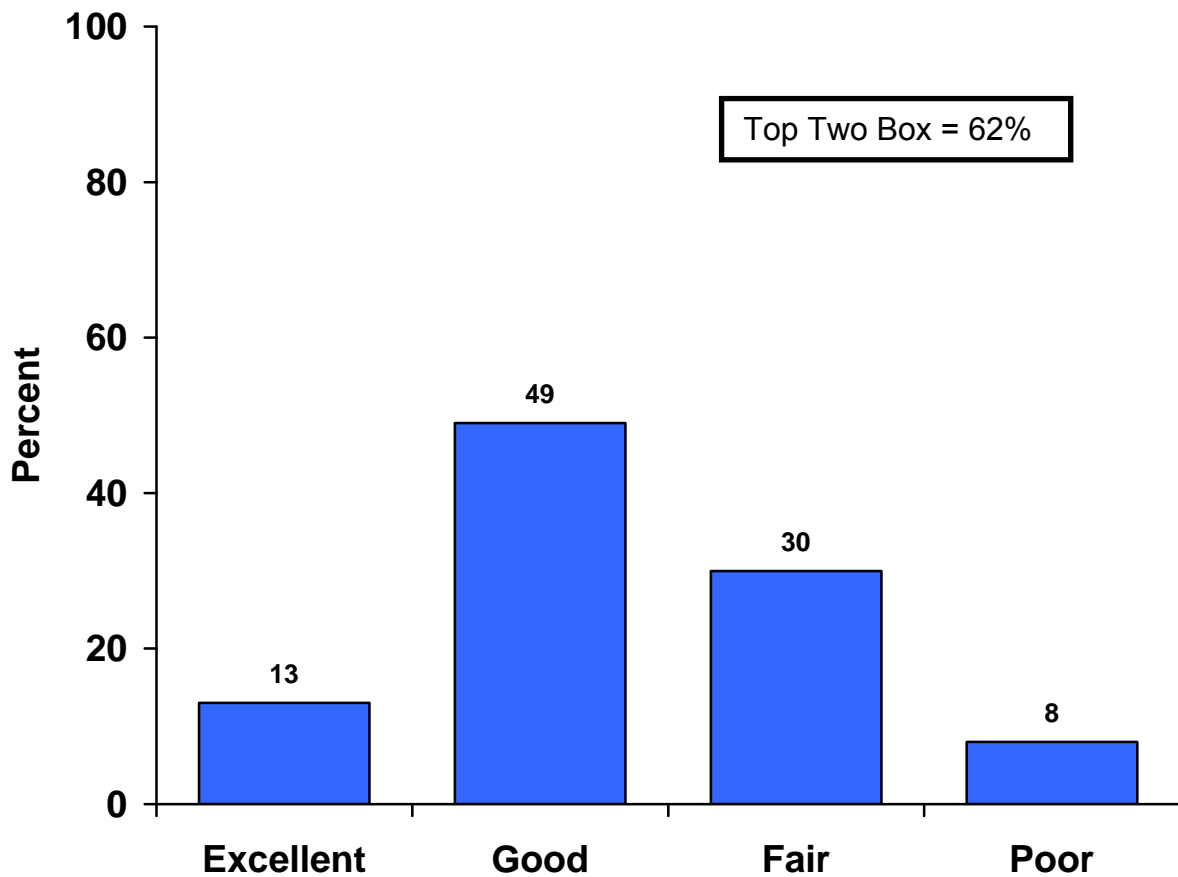


Question: Q19a/b/c/d/e "How safe would you feel walking alone in your neighborhood/business area in general/during the day/at night?"

Base: Total respondents, excluding "don't knows." (Base Varies)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the last wave in 2005. A block "up" arrow (⇑) indicates a significant increase and a block "down" arrow (⇓) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

Rating Availability of Affordable Housing



Question: Q18 "How would you rate the availability of affordable housing?"

Base: Total respondents. Excluding don't know/no answer (n=409)

Schools and School Districts

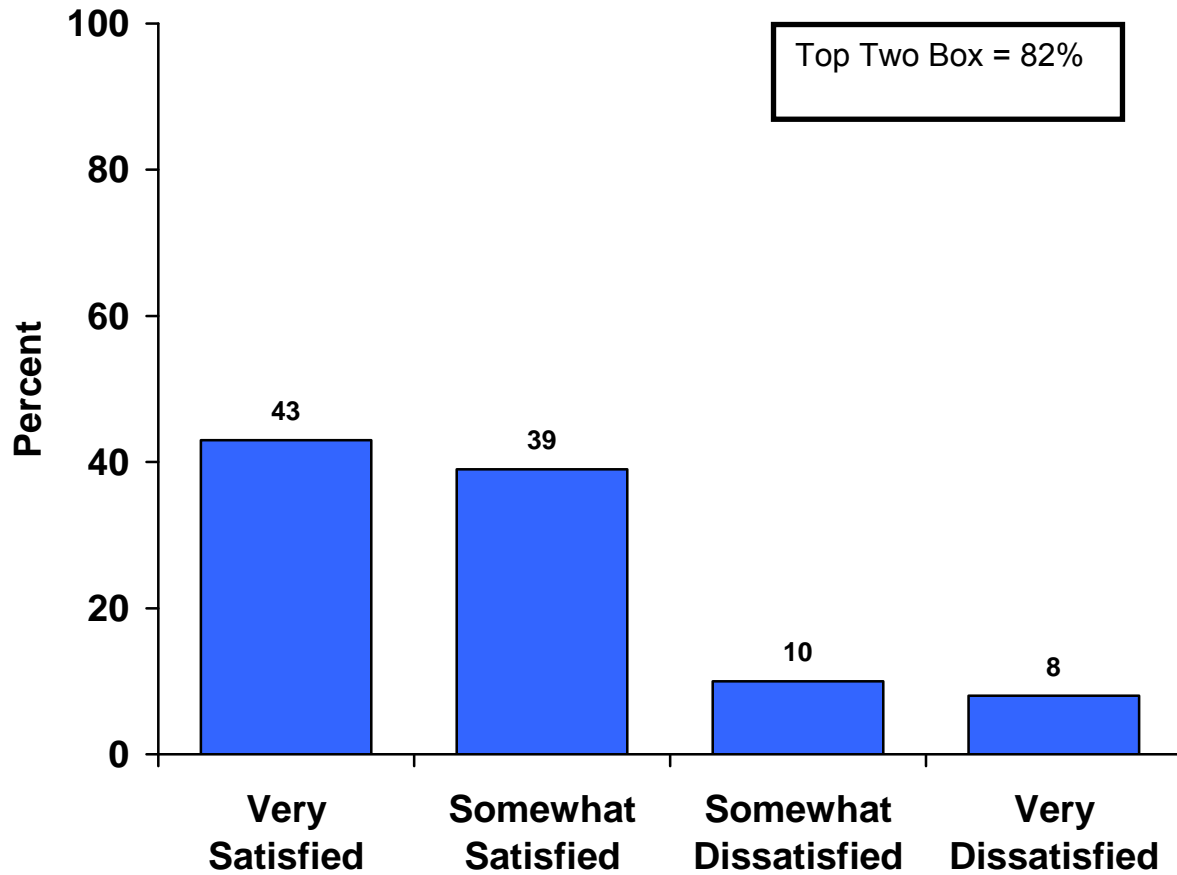
Of the respondents who had school aged children living in their household, 72 percent lived in the Arlington Independent School District. Eleven percent said they lived in the Mansfield School District.

Residents were, overall, positive about neighborhood schools and school districts they live in. The school district received a top-two-box rating (very satisfied or somewhat satisfied) of 82 percent. Forty three percent said they were “very satisfied” with the school district.

Similar to the school district, residents were positive towards their local schools. Local schools were given a top-two-box rating (very satisfied or somewhat satisfied) of 83 percent. Thirty five percent said they were “very satisfied” with local schools.

Satisfaction With School District

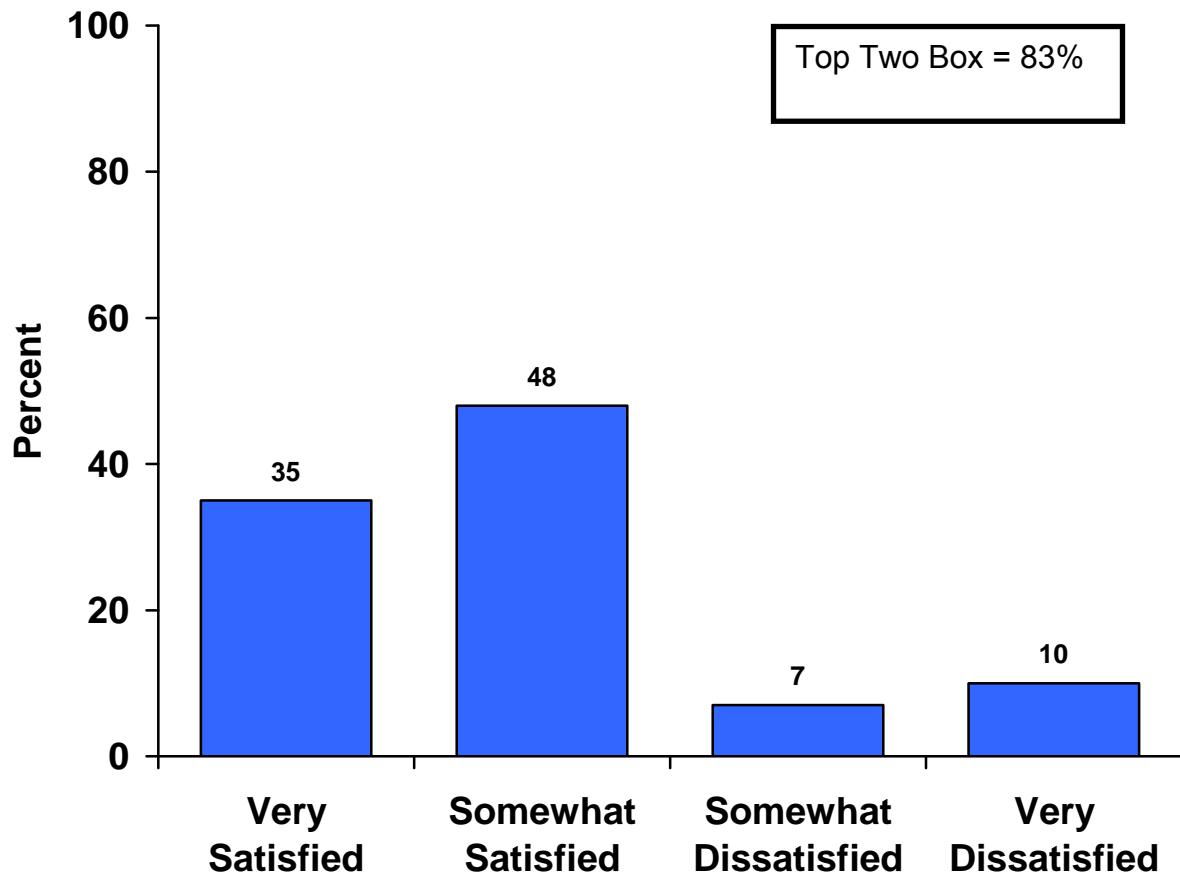
(Households With School Age Children)



Question: Q2f "How satisfied are you with the school district?"

Base: Have school age children in household. Excluding don't know/no answer (n=143)

Satisfaction With Neighborhood Schools (Households With School Age Children)



Question: Q2g "Thinking about your neighborhood school or schools, how satisfied are you with your neighborhood schools in general?"

Base: Have school age children in household. Excluding don't know/no answer (n=145)

Rating Of Services On Specific Attributes By General Population

Streets. Streets in Arlington continue to be perceived generally as an area where there is much room for improvement. Specific areas in which less than 60% of Arlington residents give the city a rating of “good” or “excellent” – which suggests room for improvement – include overall condition of streets/roads (54%), availability of sidewalks (50%), managing traffic flow (46%), traffic during peak traffic hours (42%).

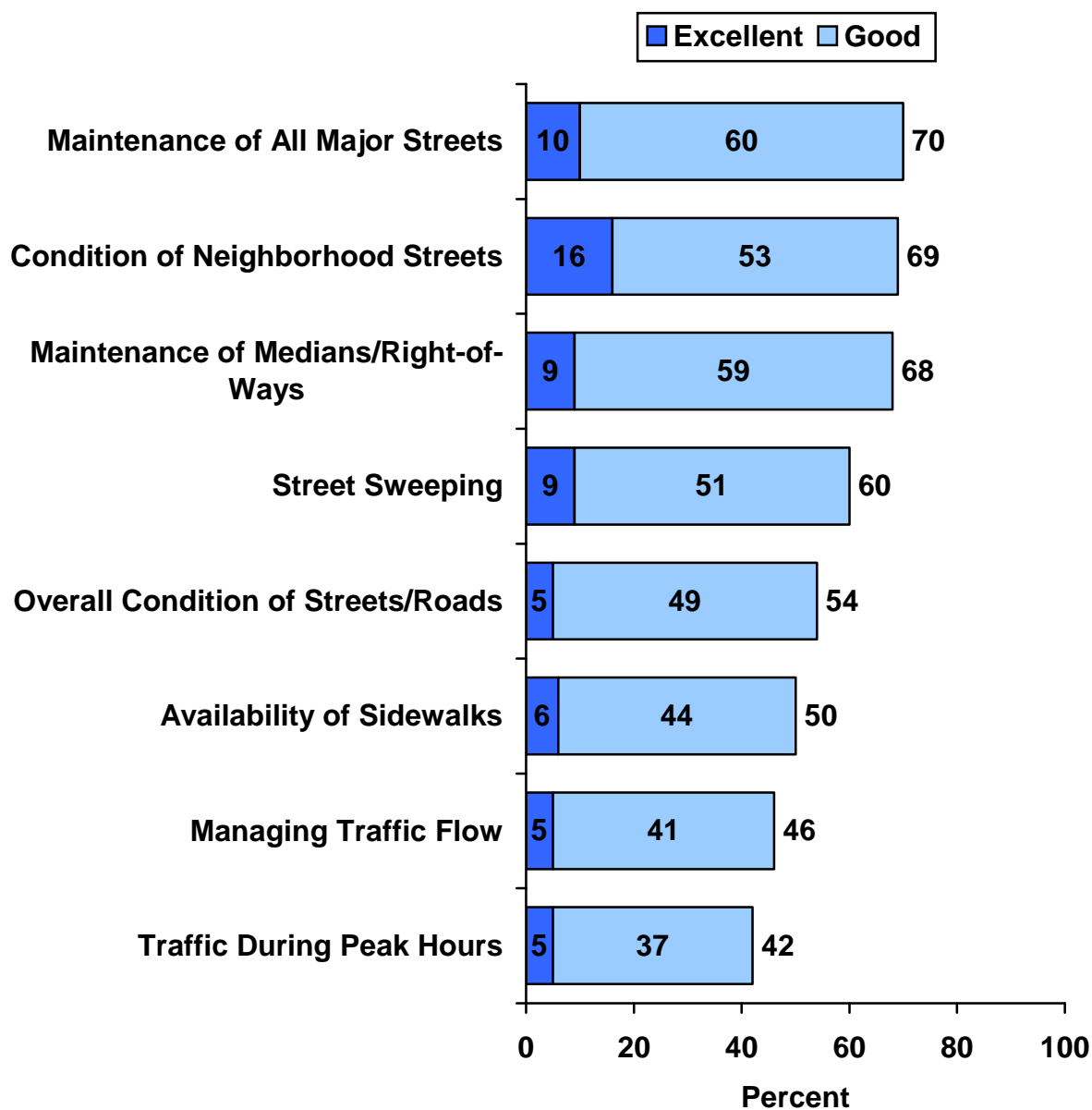
Changes in the survey from 2005 do not allow us to directly compare numbers to previous years, however, the ranking of problems has remained constant. Too much traffic on city streets remains the number one problem when driving in Arlington reported by more than 2/3 of respondents. Speeding came in second, followed by cars running red lights and too much construction. Too many stoplights was, again, the least reported problem.

A significantly larger amount of people are reporting that in much more or somewhat more difficult to get around Arlington compared to a year ago. This number is up to 50 percent compared to 41 percent a year ago.

Water. Quality of water and wastewater services as well as quality of local tap water is perceived as moderately high. After taking a small dip in the ratings last year, the ratings for both quality of local tap water and wastewater services both increased. Quality of local tap water made a small gain while quality of wastewater service increased significantly, up from 83 percent in 2005 to 88 percent this year. About 40 percent of residents rate water utility rates in Arlington as somewhat high to very high, a significant **decrease** from 2005.

City Initiatives. The city’s efforts on six initiatives are rated as moderate to moderately low. Among the initiatives, maintenance of public facilities scores the highest (67%) while developing transportation scores the lowest (27%). However, all four initiatives that were rated last year- maintenance of public facilities, environment quality, raise the profile of the arts, and develop the downtown area- all showed improvements over last year.

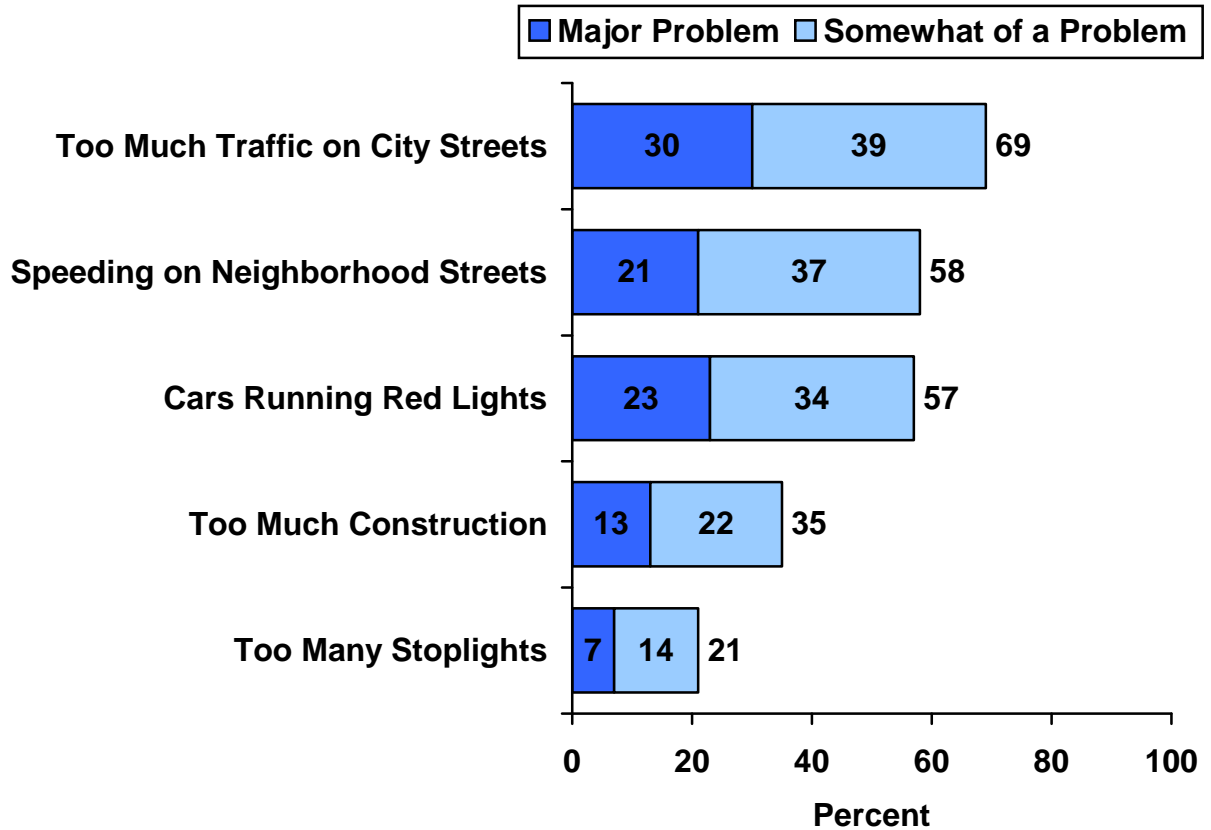
Ratings Of Streets By Attribute



Questions: Q14 "Thinking about the streets and roads in Arlington, how would you rate the following?"

Base: Total respondents, excluding "don't knows." (Base Varies)

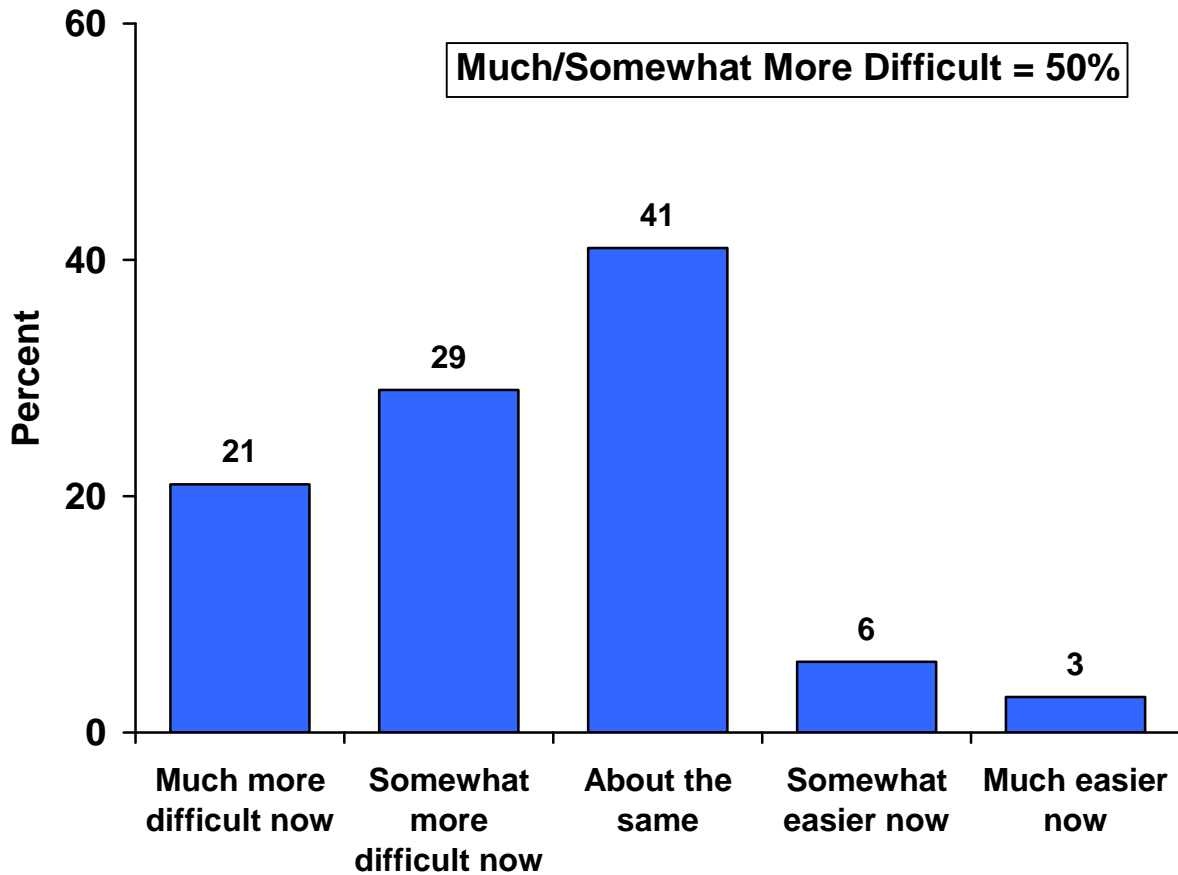
Problems When Driving In Arlington



Question: Q4 "When driving in Arlington, how much of a problem is each of the following?"

Base: Total respondents. (n=445)

Ease of Driving or Traveling Within Arlington Vs. One Year Ago

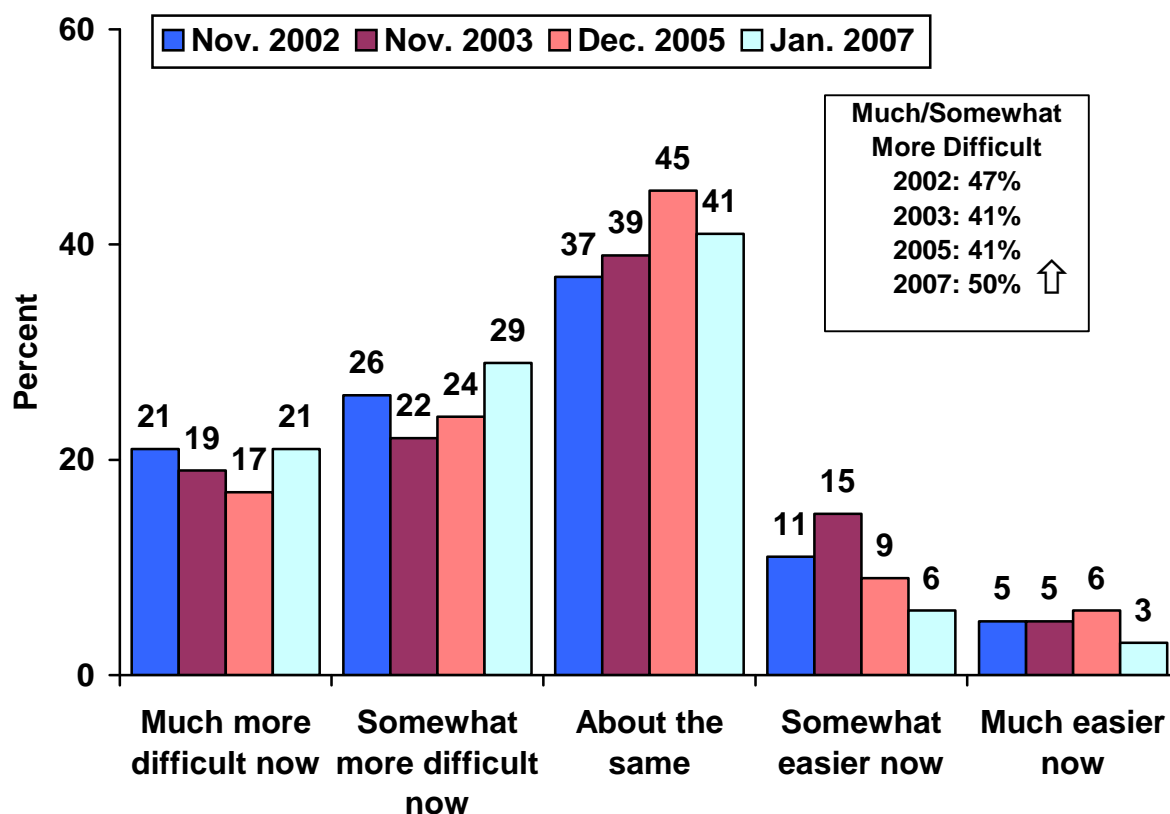


Question: Q5 "Thinking of driving or traveling within Arlington, compared to a year ago, would you say it is...?"

Base: Total respondents, excluding "don't knows". (n=438)

Note: This question asked beginning in 2002.

Ease Of Driving Or Traveling Within Arlington Vs. One Year Ago – Trend



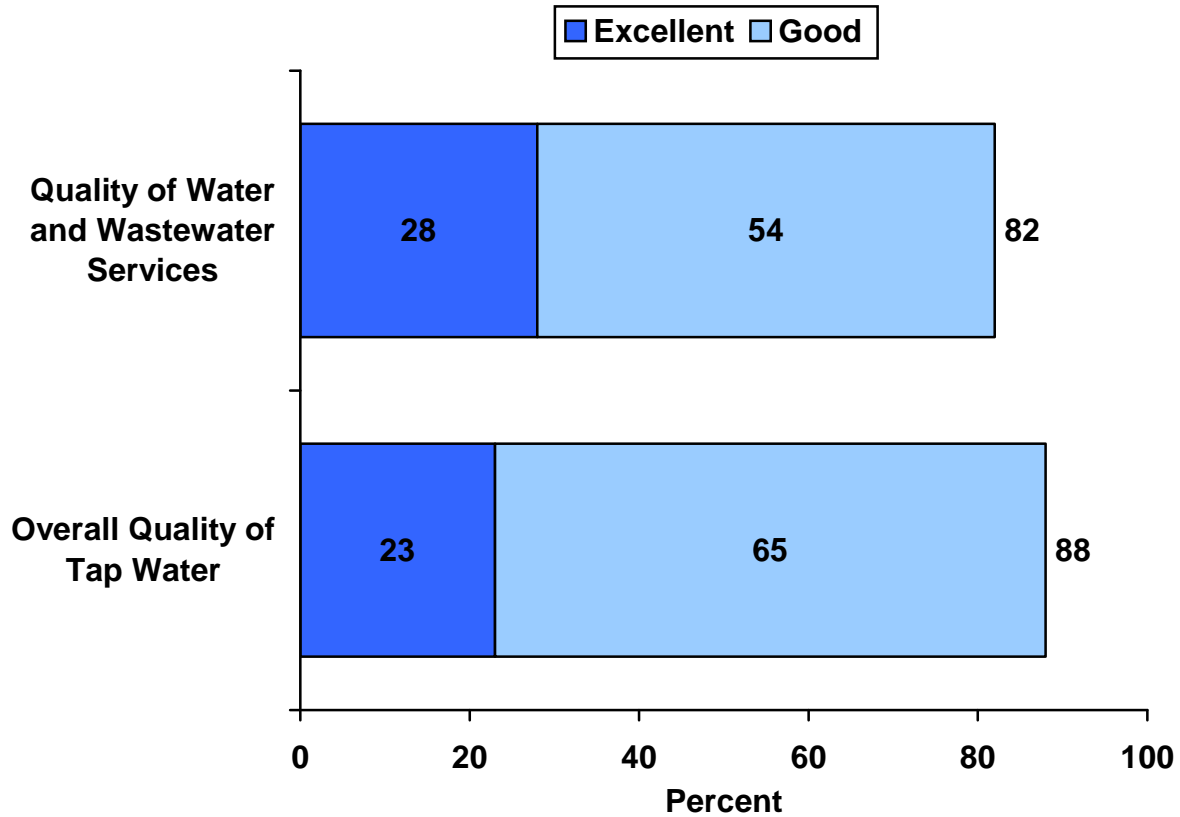
Question: "Thinking of driving or traveling within Arlington, compared to a year ago, would you say it is...?"

Base: Total respondents, excluding "don't knows". (2002 n=484; 2003 n=484; 2005 n=440; 2007 n=438)

Note: This question asked beginning in 2002.

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the last wave in 2005. A block "up" arrow (⇧) indicates a significant increase and a block "down" arrow (⇩) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

Ratings Of Arlington Water Service By Attribute

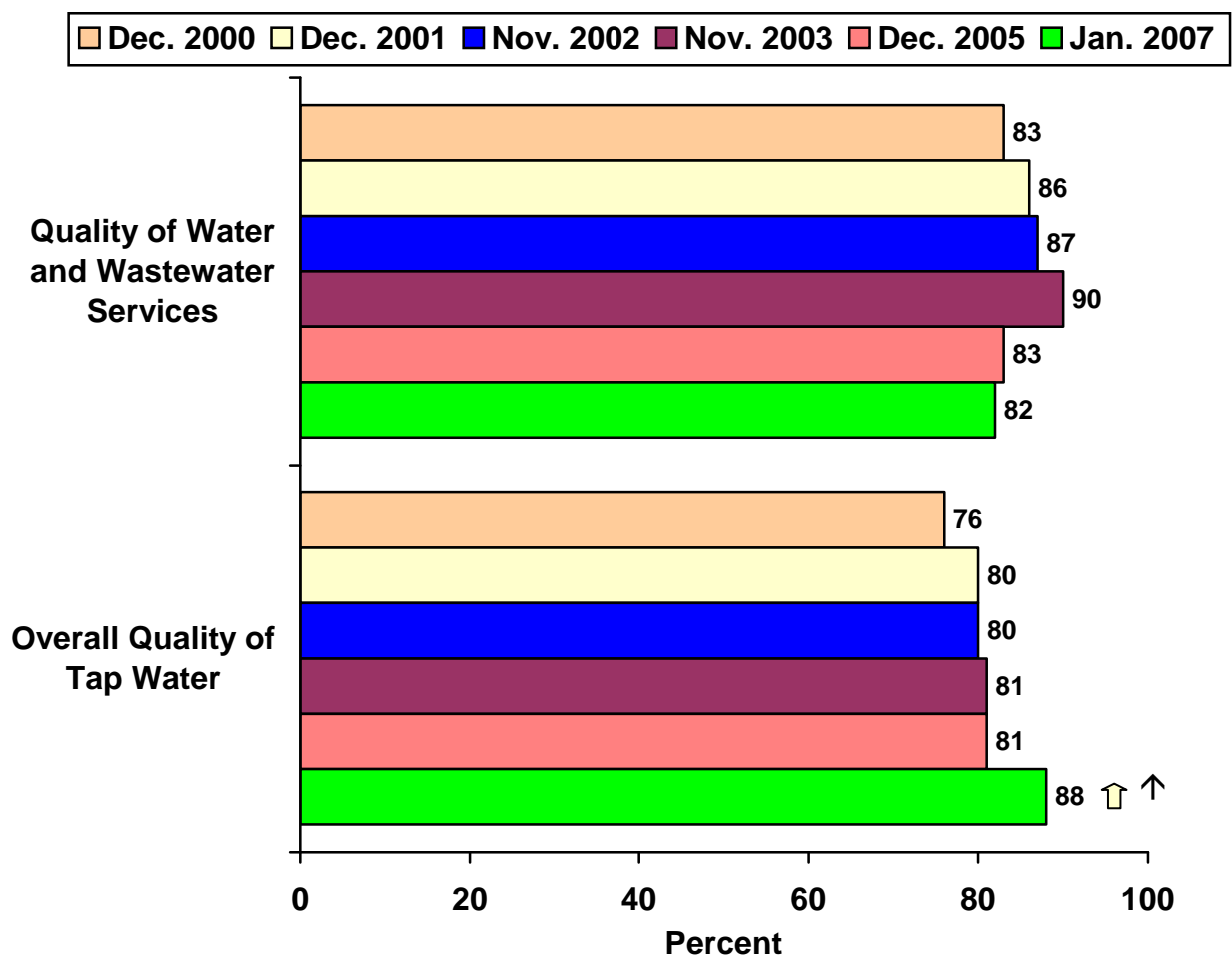


Questions: Q15a "Now thinking about city water services, how would you rate the quality of your local tap water supplied by the City of Arlington?"

Q15b "How would you rate the quality of water and wastewater service supplied by the City of Arlington?"

Base: Total respondents, excluding "don't knows." (Base Varies)

Ratings Of Arlington Water Service – Trend (Top Two Box—Excellent/Good)



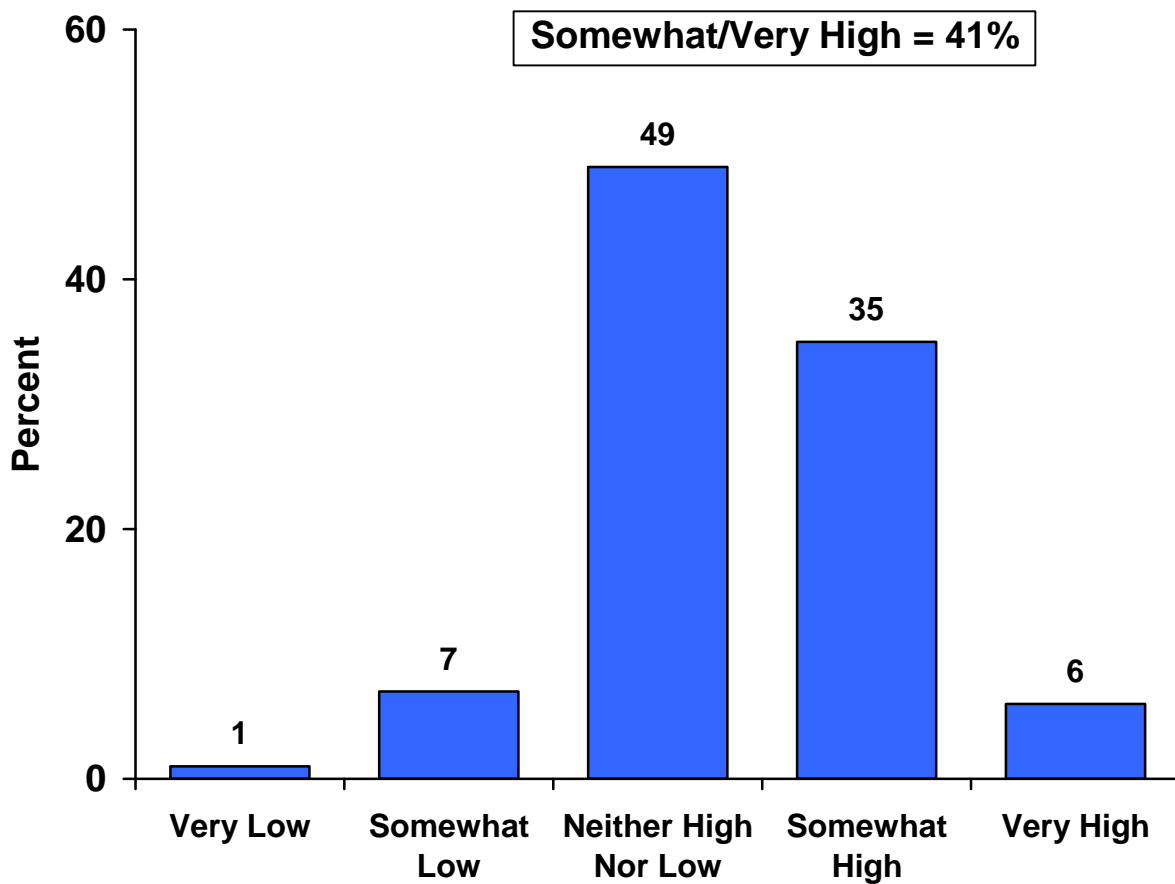
Questions: Q15a "How would you rate the quality of your local tap water supplied by the City of Arlington?"

Q15b "How would you rate the quality of water and wastewater service supplied by the City of Arlington?"

Base: Total respondents, excluding "don't knows." (Base Varies; Average Base Size: 2000 n=487; 2001 n=480; 2002 n=482; 2003 n=488; 2005 n=447; 2007 n=429)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the last wave in 2005. A block "up" arrow (⇑) indicates a significant increase and a block "down" arrow (⇓) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

Rating Of Water Utility Rates

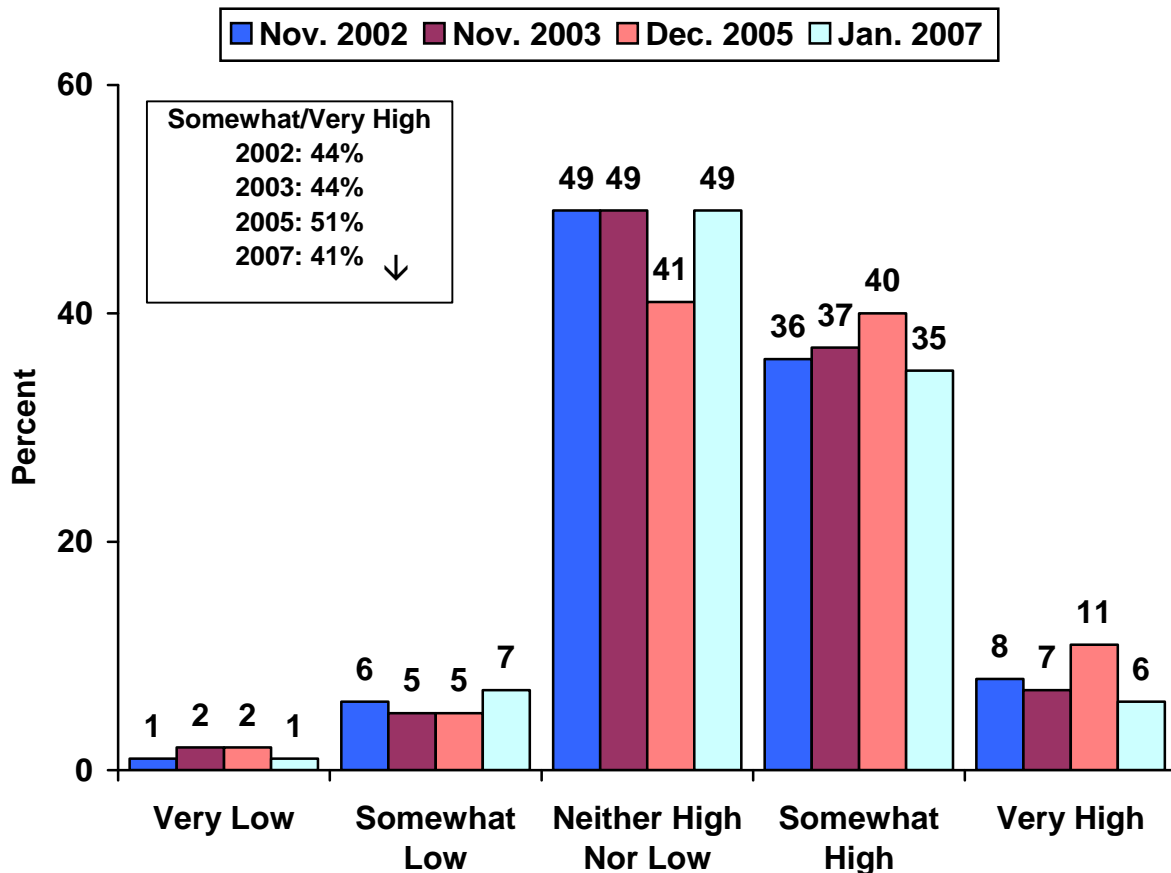


Question: Q16 "Your water utility bill includes charges for water, for sewer service and for garbage collection. Overall, do you think the rates the city charges for these services are...?"

Base: Respondents who pay a water bill, excluding "don't pay water" and "don't knows". (n=433)

Note: This question asked beginning in 2002.

Rating Of Water Utility Rates – Trend



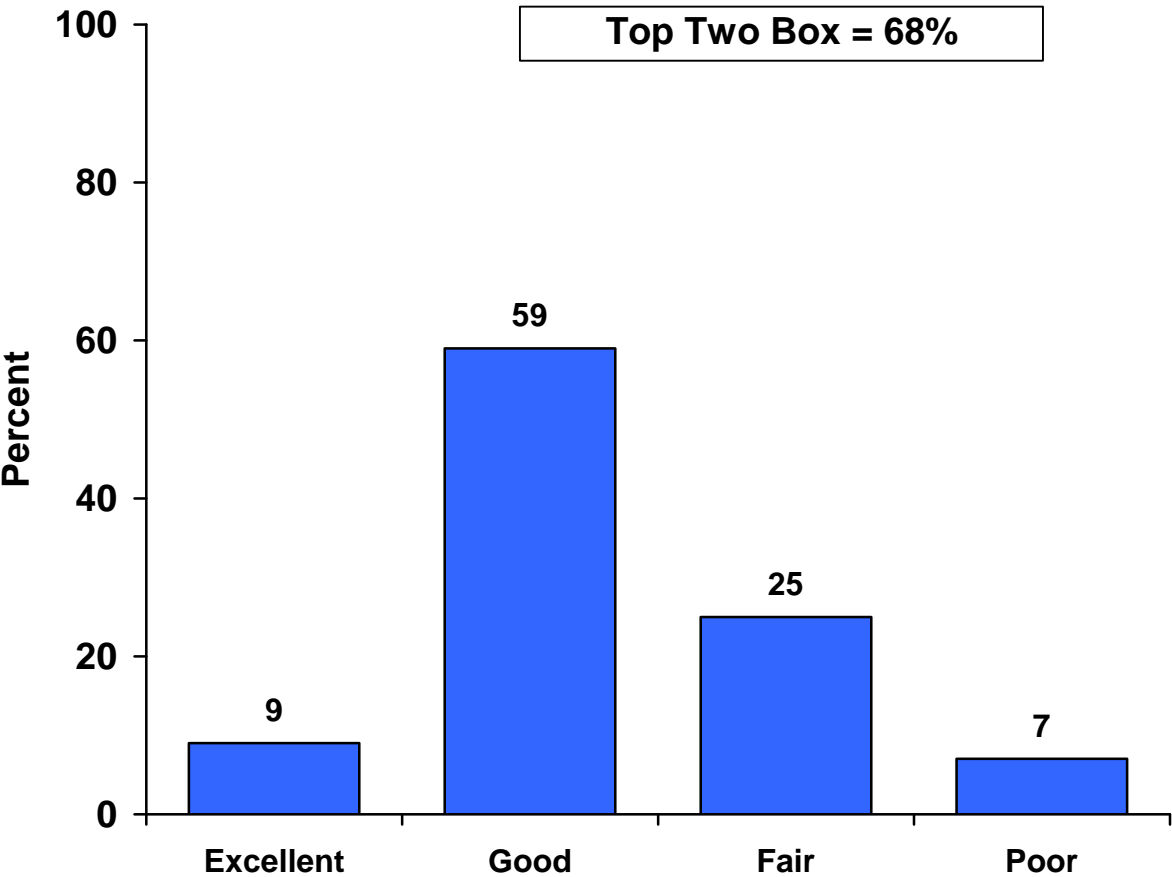
Question: "Your water utility bill includes charges for water, for sewer service and for garbage collection. Overall, do you think the rates the city charges for these services are...?"

Base: Respondents who pay a water bill, excluding "don't knows". (2002 n=456; 2003 n=464; 2005 n=422; 2007 n=433)

Note: This question asked beginning in 2002.

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the last wave in 2005. A block "up" arrow (⇑) indicates a significant increase and a block "down" arrow (⇓) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

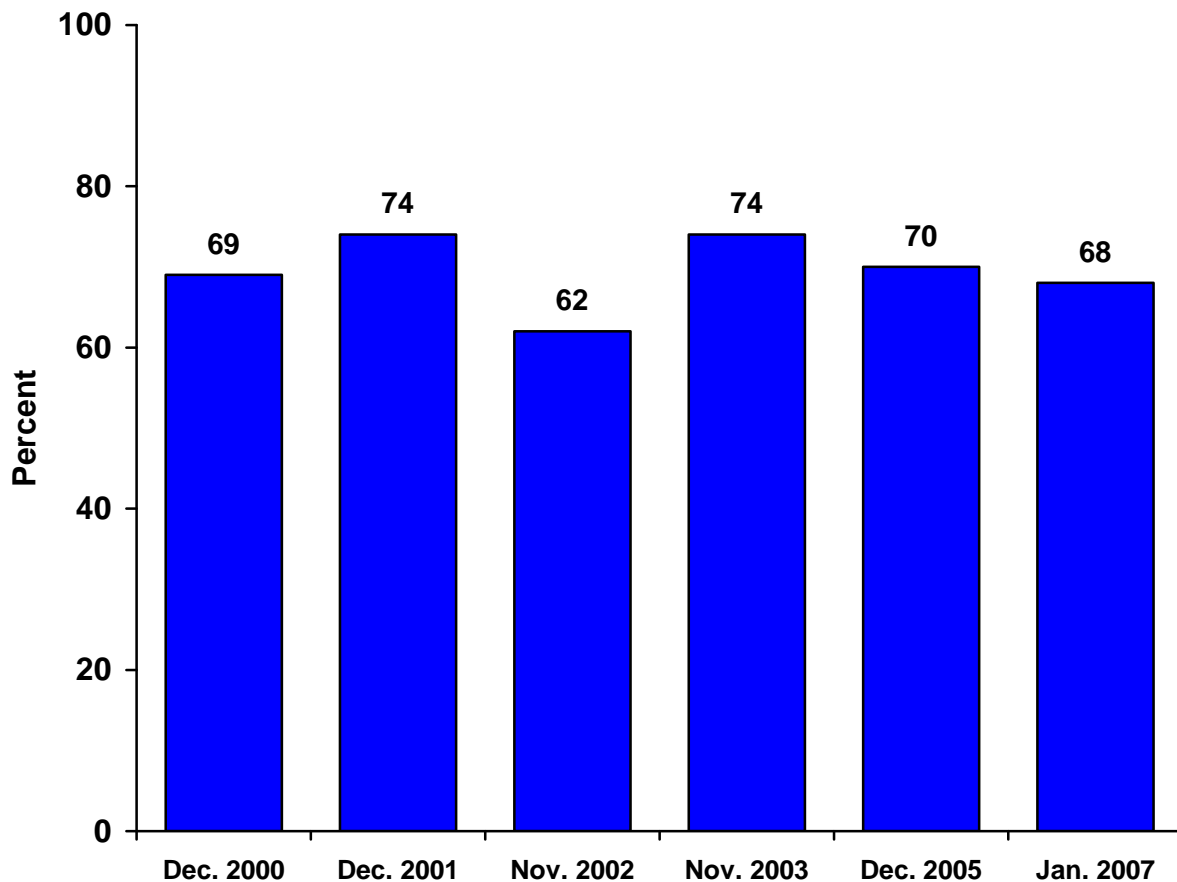
Rating of Code Enforcement



Question: Q17 “How would you rate the enforcement of city health and welfare codes by the city of Arlington?”

Base: Total respondents excluding don’t know/no answer. (n=358)

Rating of Code Enforcement – Trend

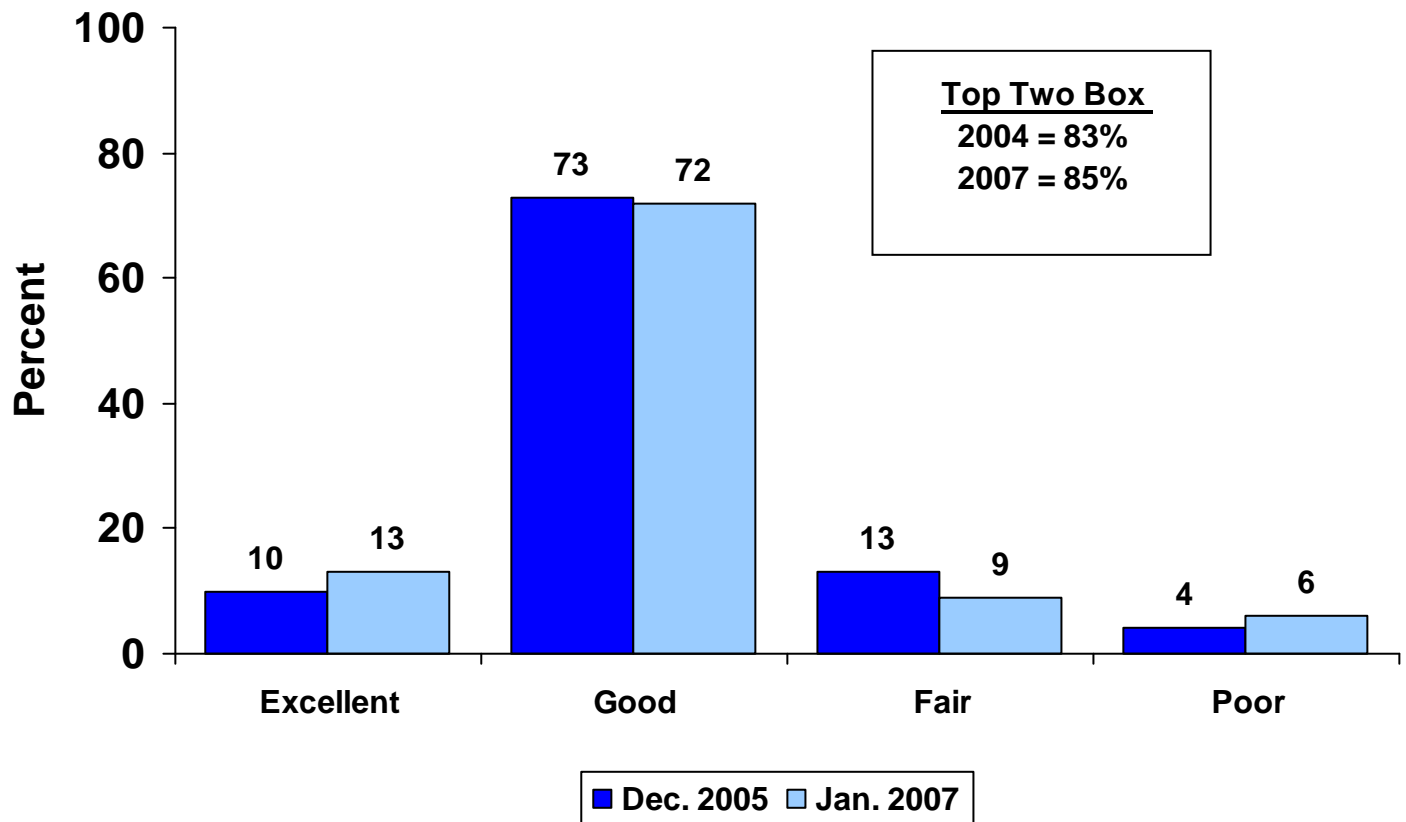


Question: Q17 "How would you rate the enforcement of city health and welfare codes by the City of Arlington?"

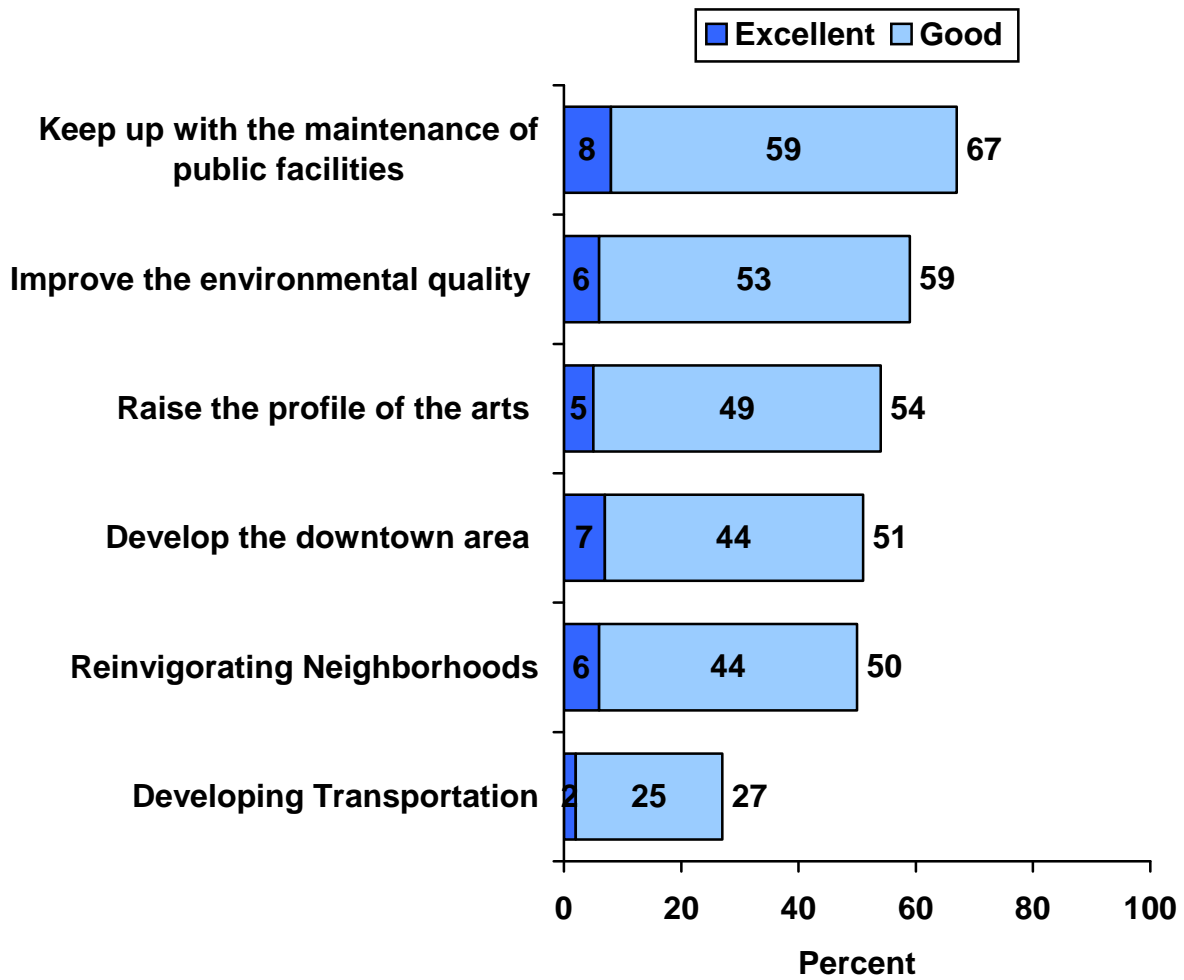
Base: Total respondents, excluding "don't knows." (Base n=358)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the last wave in 2005. A block "up" arrow (⇑) indicates a significant increase and a block "down" arrow (⇓) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

Ratings Of City Efforts On Initiatives



Ratings Of City Efforts On Initiatives

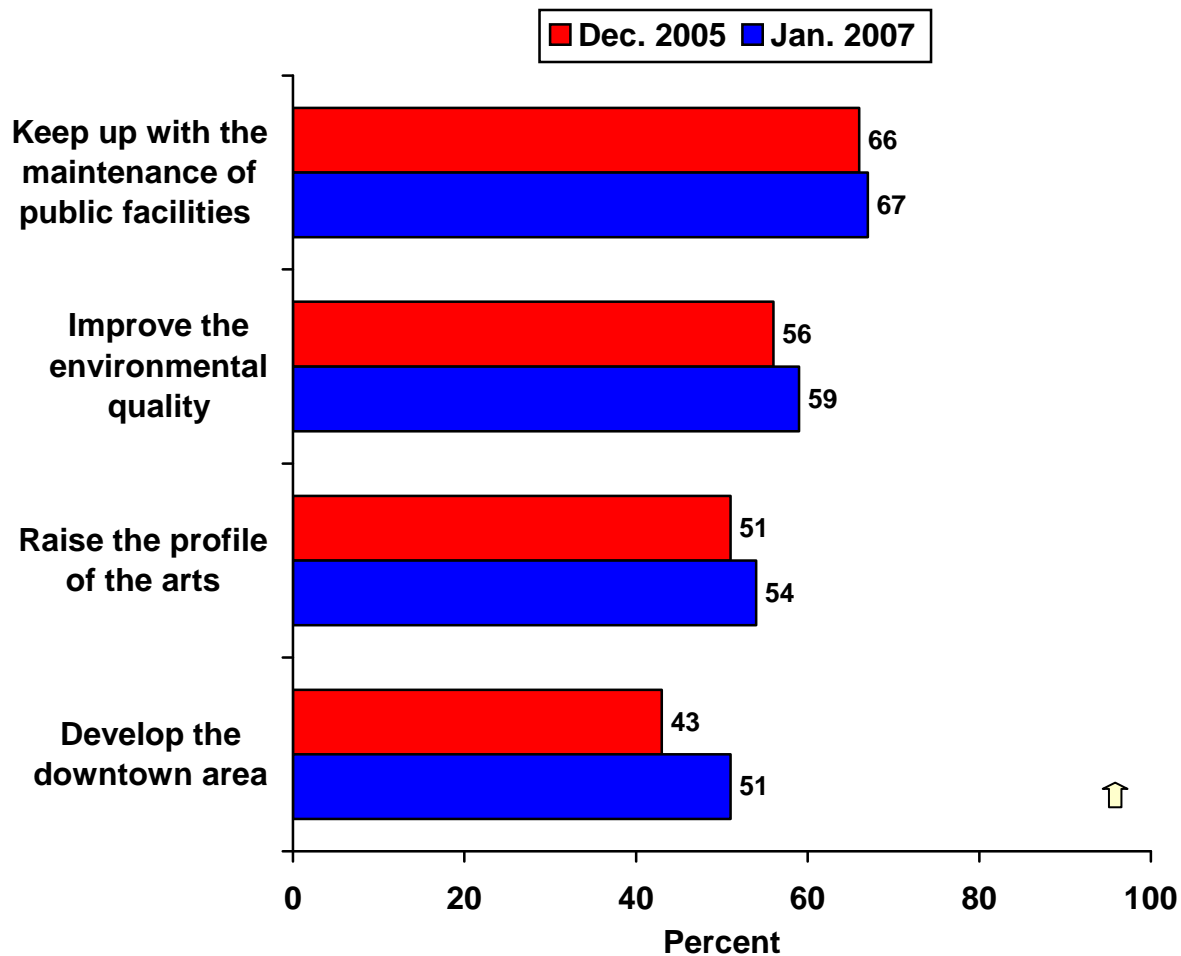


Question: Q20 "How would you rate the City's efforts in the following areas, using a scale of excellent, good, fair, and poor?"

Base: Total respondents, excluding "don't knows." (Base Varies)

Note: This question asked beginning in 2005.

Ratings Of City Efforts On Initiatives- Trend (Top Two Box—Excellent/Good)



Question: Q20 "How would you rate the City's efforts in the following areas, using a scale of excellent, good, fair, and poor?"

Base: Total respondents, excluding "don't knows." (Base Varies)

Note: This question asked beginning in 2005.

Usage Of Services And Perceptions Of Services By Users

Services. Residents who have had contact with various city services rate those services in terms of “handling concerns in a satisfactory manner,” from a high of 97 percent for the fire department to a low of 64% for the street department. Among city services with the highest ratings in handling concerns in a satisfactory manner are the fire department (97%), 911 call center (88%), water department (88%), and parks and recreation department (88%). Among city services with the lowest ratings in handling concerns in a satisfactory manner are the City Manager’s office (70%), community development and planning (64%), and street department (64%). There is no significant change in the percentages of people having contact or using asked services.

Recreation Facilities. At least 85 percent of all respondents have visited some kind of park and recreation facility in the past 12 months. City parks and city libraries continue to be the city facilities most widely used by residents- 71% and 63% visited or used in past year, respectively. Forty percent of Arlington households have visited a city recreation center while 28 percent have visited a city athletic field in the past year. City tennis centers continue to be the least visited or used city facility (8%). Use of city parks has declined significantly between 2003 and 2005, and is significantly lower than 2000 as well, but showed a small increase this year. Other city facilities that show notable declines from 2000 in citizens’ visit or use include city libraries, athletic fields, and Lake Arlington.

Users generally perceive overall parks and recreation programs and facilities very positively (93%). In fact, appearance of parks and facilities, ease of getting to parks and facilities, and overall quality of city parks all rated 90 percent or better. The remaining three, parks and recreation programs, range or variety of parks and recreation activities, and safety of facilities, all rated 85 percent or better. This suggests that as a whole, parks and recreation facilities are seen, among users at least, as needing little improvement.

Usage Of Services And Perceptions Of Services By Users (Cont.)

Curbside Recycling. Of the 78 percent of residents who had used the service 90 percent rated curbside recycling as excellent or good.

Arlington Landfill. Reported use of Arlington landfill is moderate (39%). The overall quality of the Arlington landfill is viewed positively among residents who have visited or used it in the past 12 months, with 88 percent of residents rating it as excellent or good.

Arlington Animal Services Center. Reported use of the Arlington Animal Services Center is moderate (45%). The overall quality rating of the animal services center leaves room for improvement (76%).

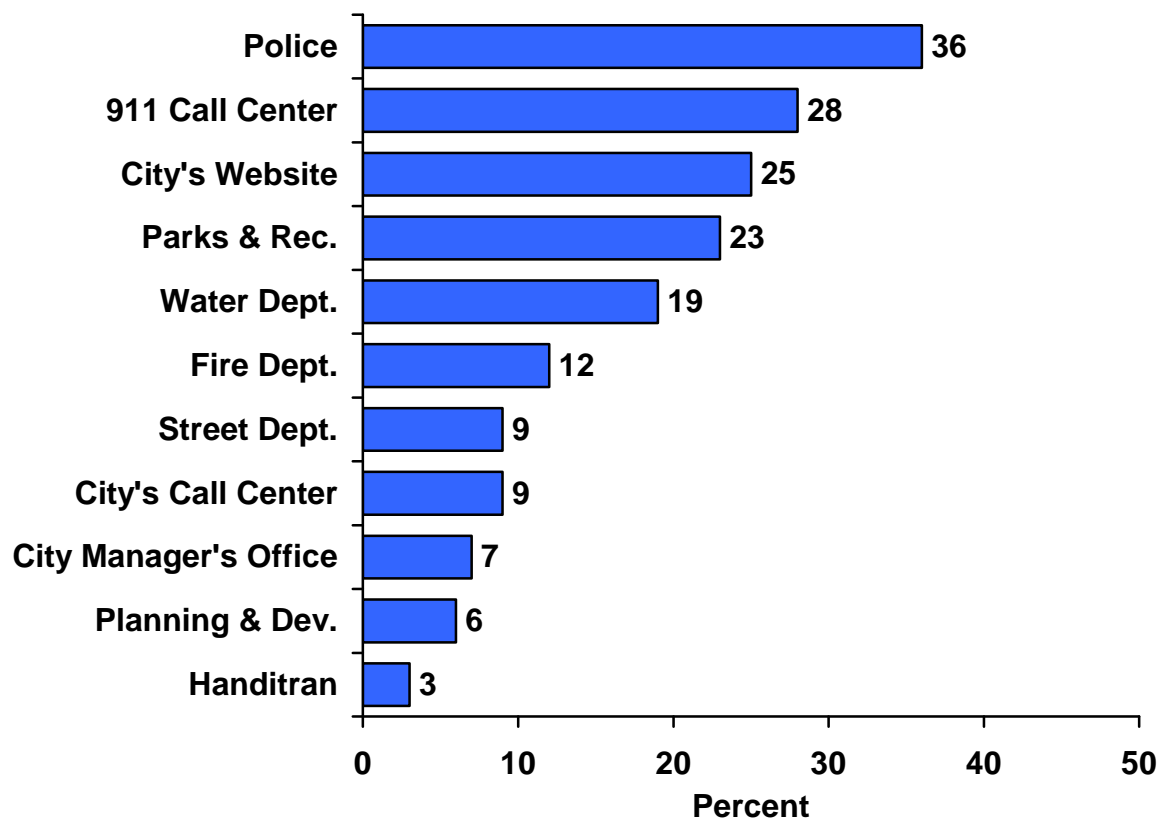
Arlington Convention Center. Reported use of the Arlington Convention Center is moderate (37%). Most residents who have visited or used the Arlington Convention Center rate the overall quality of the convention center high (89%).

Arlington Municipal Court. Reported use of the Arlington Municipal court is moderately low (30%). Residents who have visited the Arlington Municipal Court in the past 12 months continue to see some need for improvement with an excellent or good rating of 79 percent.

Police Department. The Arlington police department continues to be rated moderately high to high with an overall top-two-box rating of 87 percent. This is a 3 percent increase over last year and is back on par with previous years.

Fire Department. The Arlington fire department continues to be rated high to very high in terms of emergency services, community education services, and overall rating. These three services were the top three rated services by top-two-box rating.

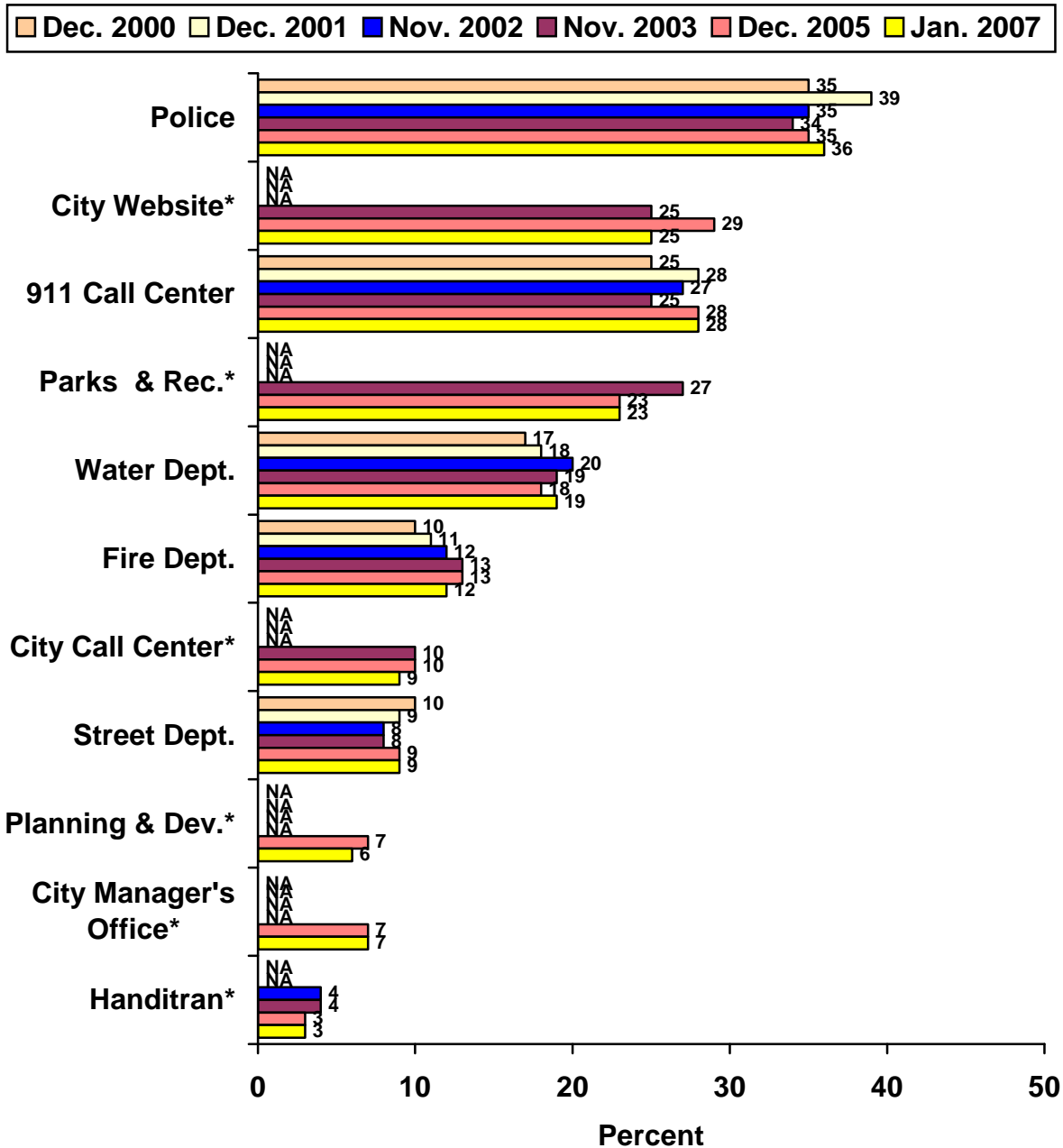
Had Contact With Services In Past 12 Months



Question: Not asked in 2007. Numbers are derived from total respondents.

Base: Total respondents. (n=445)

Had Contact With Services In Past 12 Months – Trend

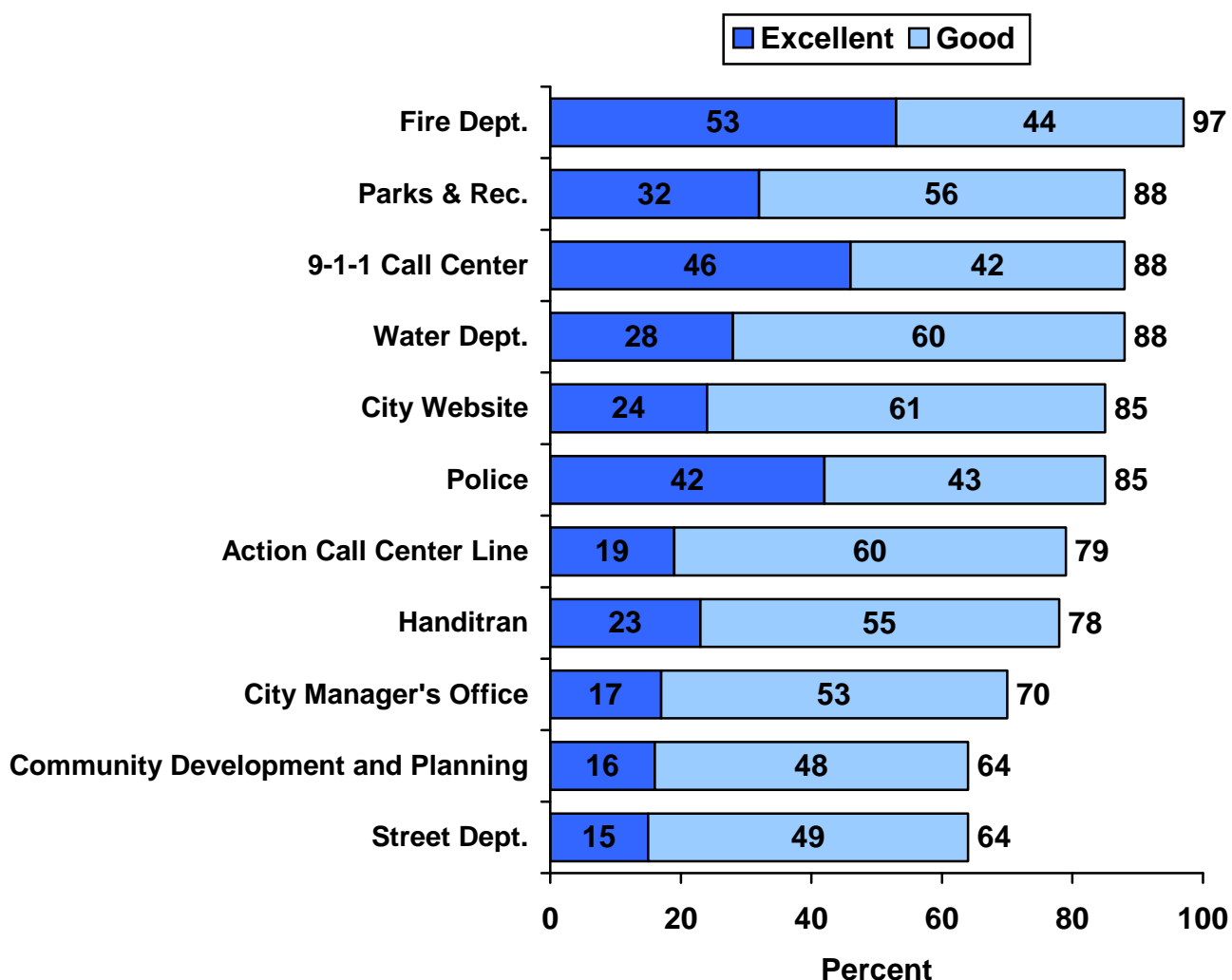


Question: Not asked. Numbers are derived from total.

* Note: Planning and Development Services and City Manager's Office asked beginning in 2005. Parks & Recreation Department, City Call Center and City Website asked beginning in 2003. Handitran Transit Service asked beginning in 2002.

Base: Total respondents. (2000 n=500; 2001 n=502; 2002 n=500; 2003 n=505; 2005 n=457; 2007 n=445)

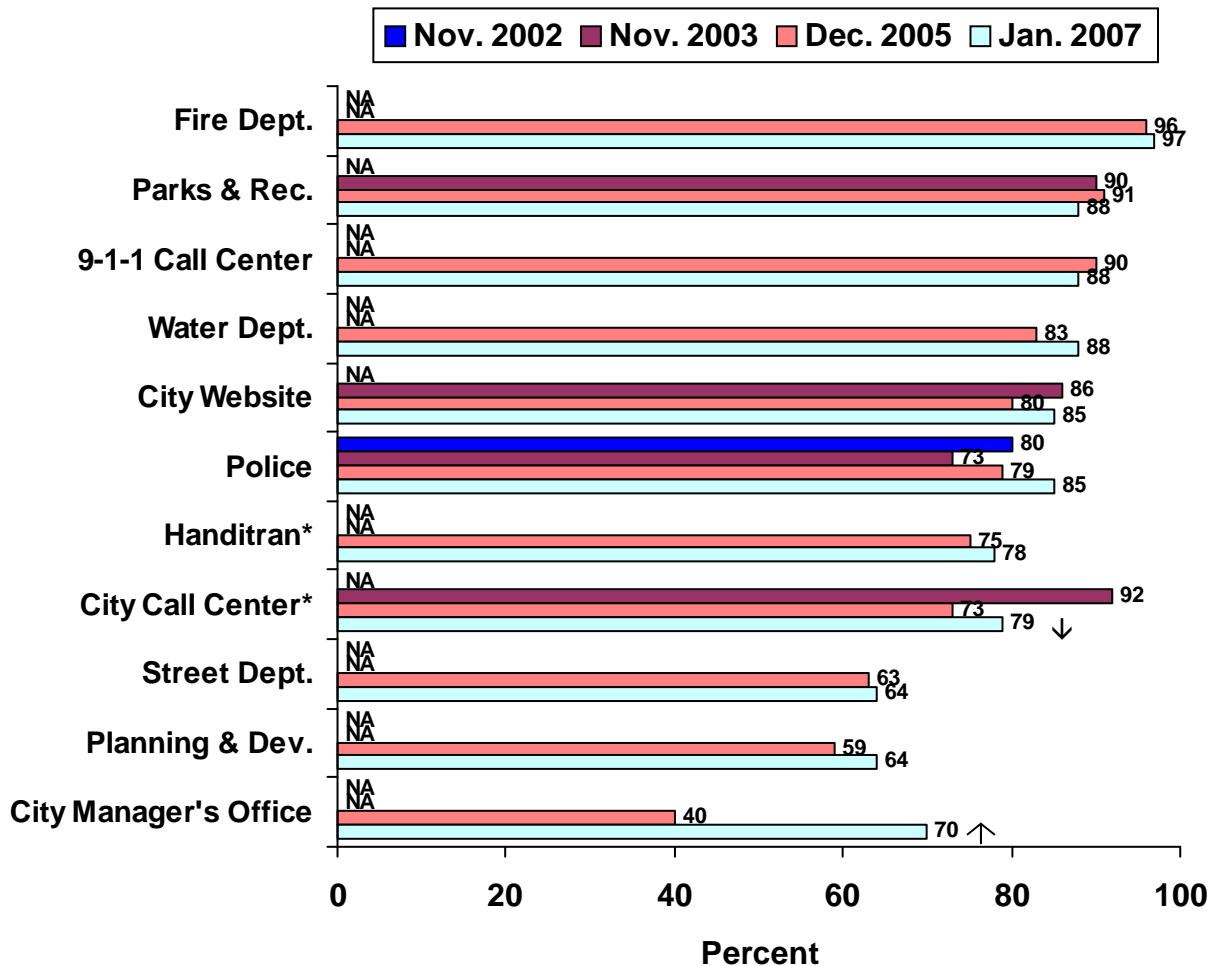
Rating Of Services By Users On “Handling Concern In A Satisfactory Manner”



Question: Q7 “Thinking about any contact you have had with the ... in the past 12 months, using a scale of “excellent,” “good,” “fair,” and “poor,” please rate the ... on...Handling your concern in a satisfactory manner.”

Base: Have had contact with the ...service in past 12 months, excluding “don’t knows.” (Base Varies)

Rating Of Services By Users On “Handling Concern In A Satisfactory Manner” – Trend (Top Two Box—Excellent/Good)



Question: Q7 “Thinking about any contact you have had with the ... in the past 12 months, please rate the ... on...Handling your concern in a satisfactory manner.”

Base: Have had contact with the ...service in past 12 months, excluding “don’t knows.” (Base Varies; Average Base Size: 2002 n=176; 2003 n=115; 2005 n=71*; 2007 n=164)

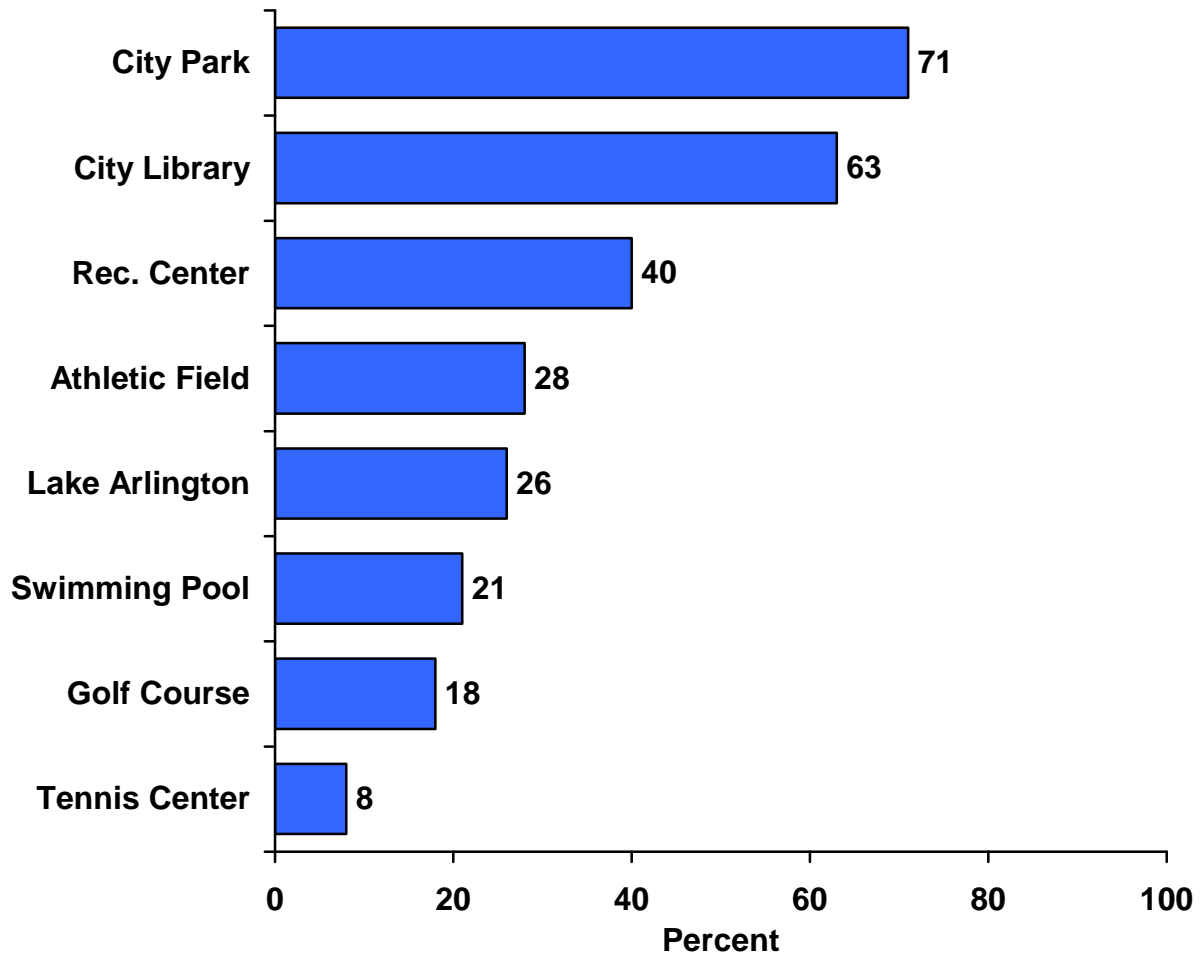
* Caution: Some small base sizes.

Wording of this question along with rating scale changed slightly from previous waves and will affect the tracking of the numbers.

Note: Ratings for Fire Department, 9-1-1 Call Center, Water Department, Handitran, Street Department, Planning & Development Services and City Manager’s Office asked beginning in 2005. Ratings for Parks & Recreation Department, City Call Center and City Website asked beginning in 2003. Ratings for Police Department asked beginning in 2002.

Statistical Note: A single-line “up” arrow (↑) indicates a significant increase and a single-line “down” arrow (↓) indicates a significant decrease from the last wave in 2005. A block “up” arrow (⇧) indicates a significant increase and a block “down” arrow (⇩) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

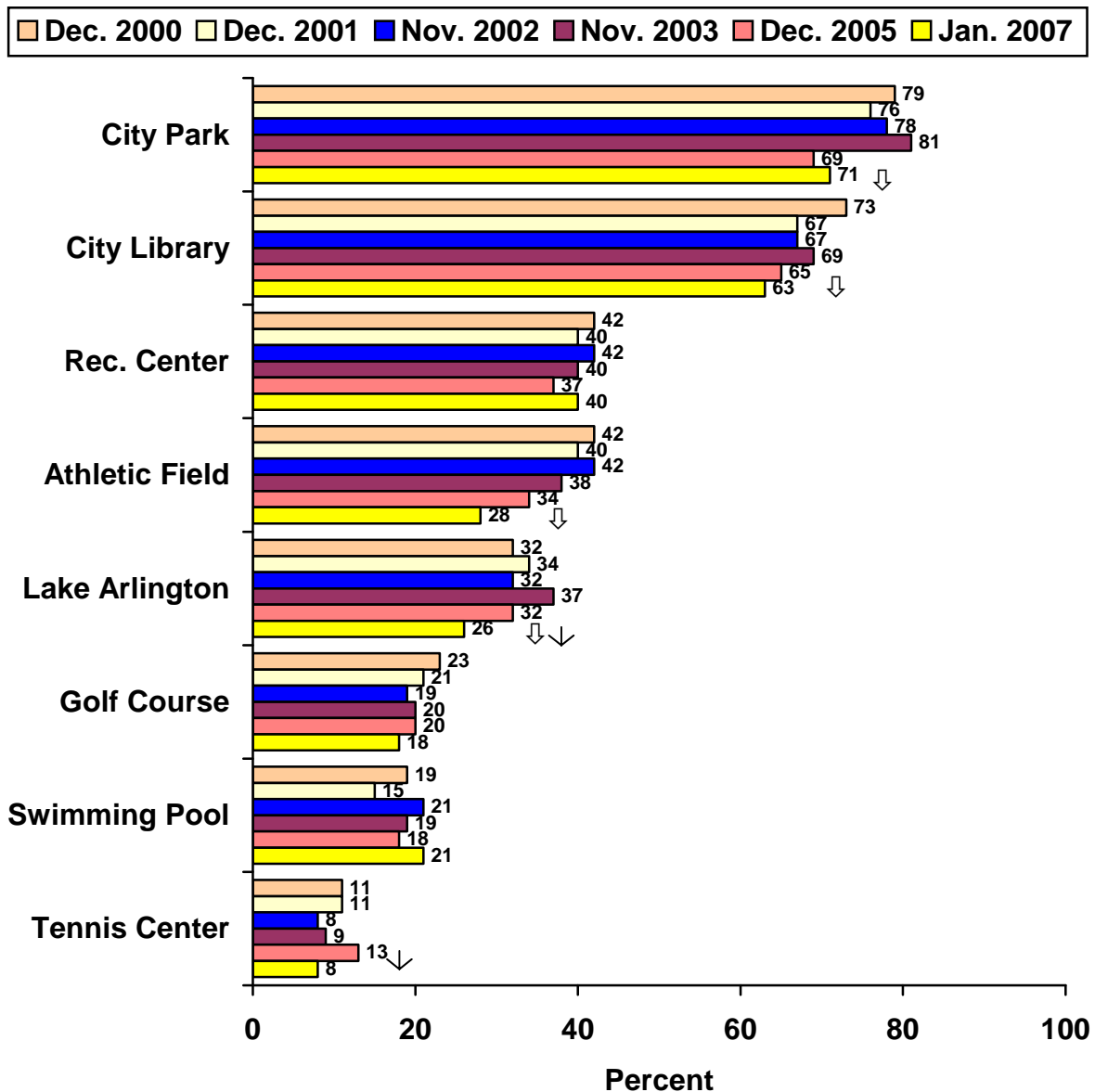
Recreation/Library Facilities Visited Or Used In Past 12 Months



Question: Q12 "In the past 12 months, which of the following have you or anyone in your household visited or used?"

Base: Total respondents. (n=445)

Recreation/Library Facilities Visited Or Used In Past 12 Months – Trend

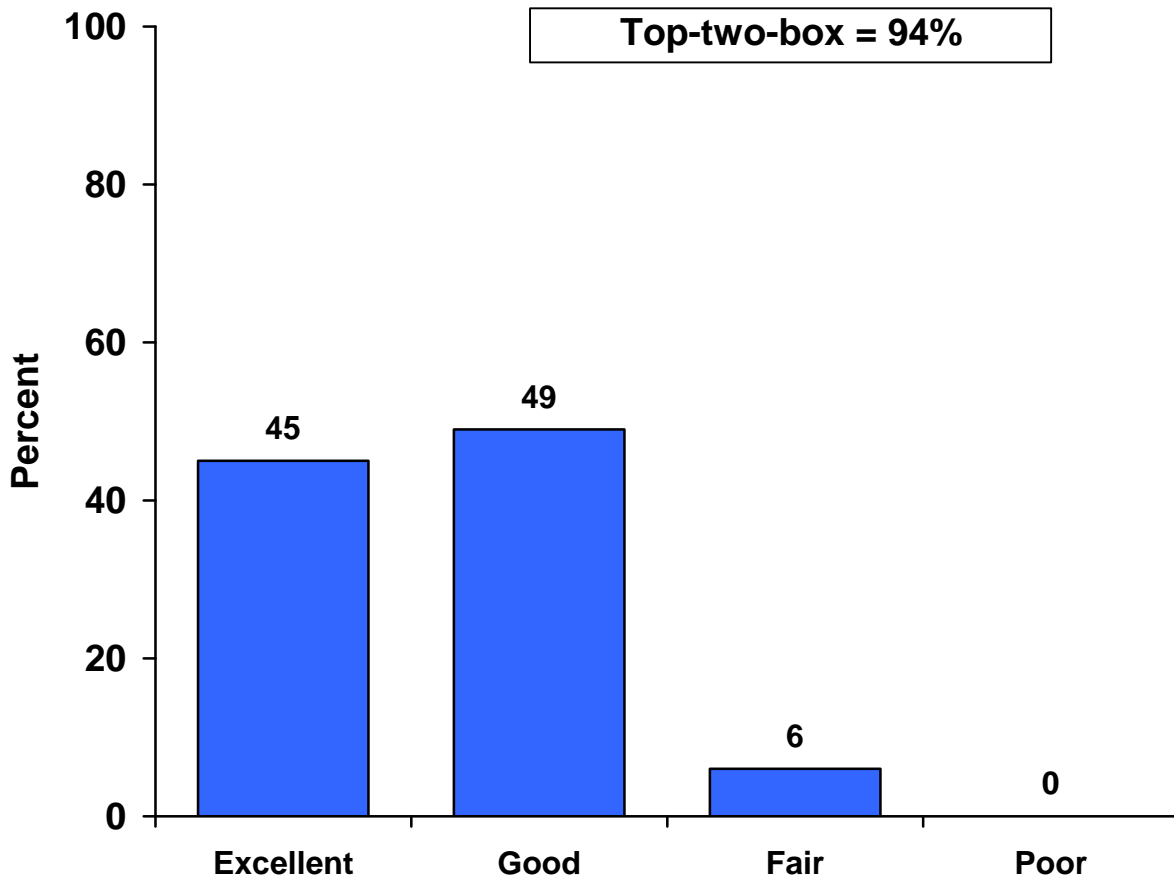


Question: Q12 "In the past 12 months, which of the following have you or anyone in your household visited or used?"

Base: Total respondents. (2000 n=500; 2001 n=502; 2002 n=500; 2003 n=505; 2005 n=457; 2007 n=445)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the last wave in 2005. A block "up" arrow (⇑) indicates a significant increase and a block "down" arrow (⇓) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

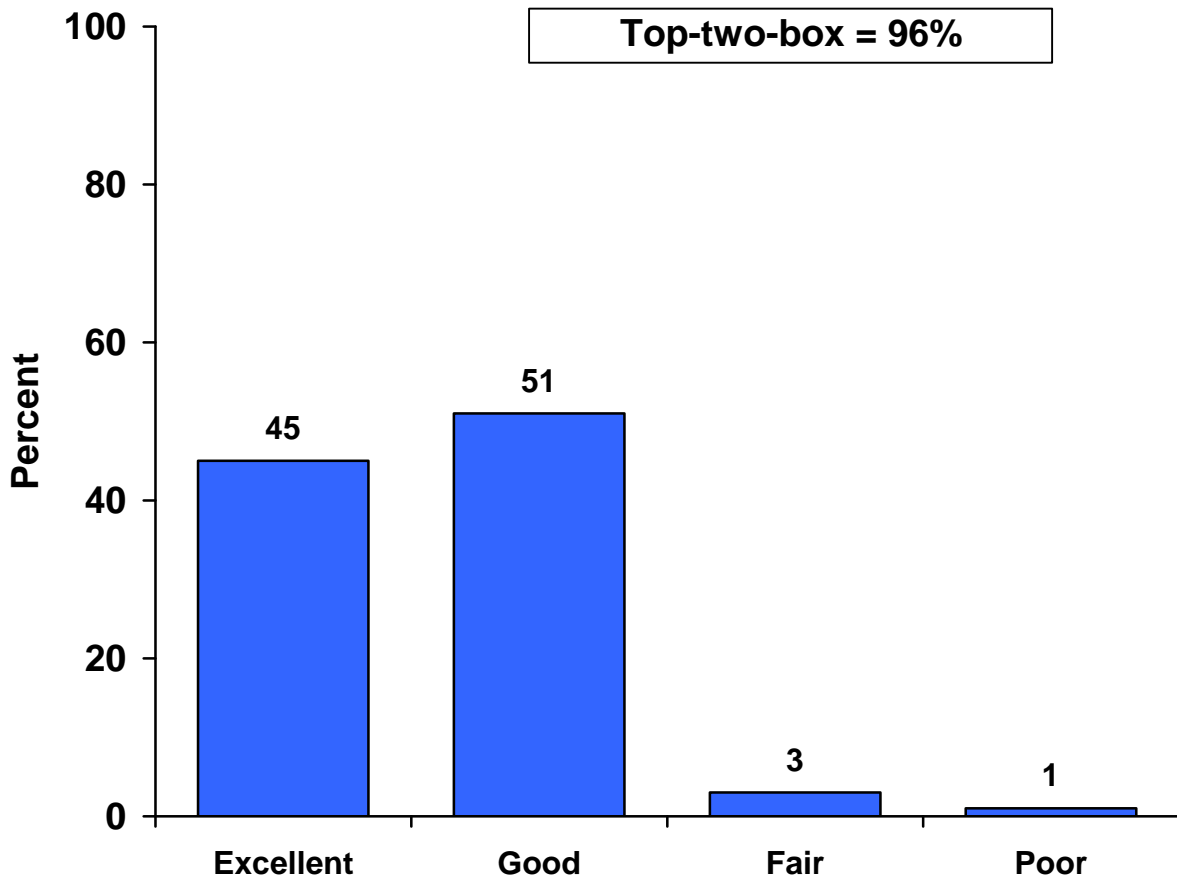
Rating of Library Services



Question: Q13 "Thinking about the Arlington libraries that you, or anyone in your household, have visited or used in the past 12 months, please rate each of the following."

Base: Respondents who have visited a library in the past 12 months. (n=273)

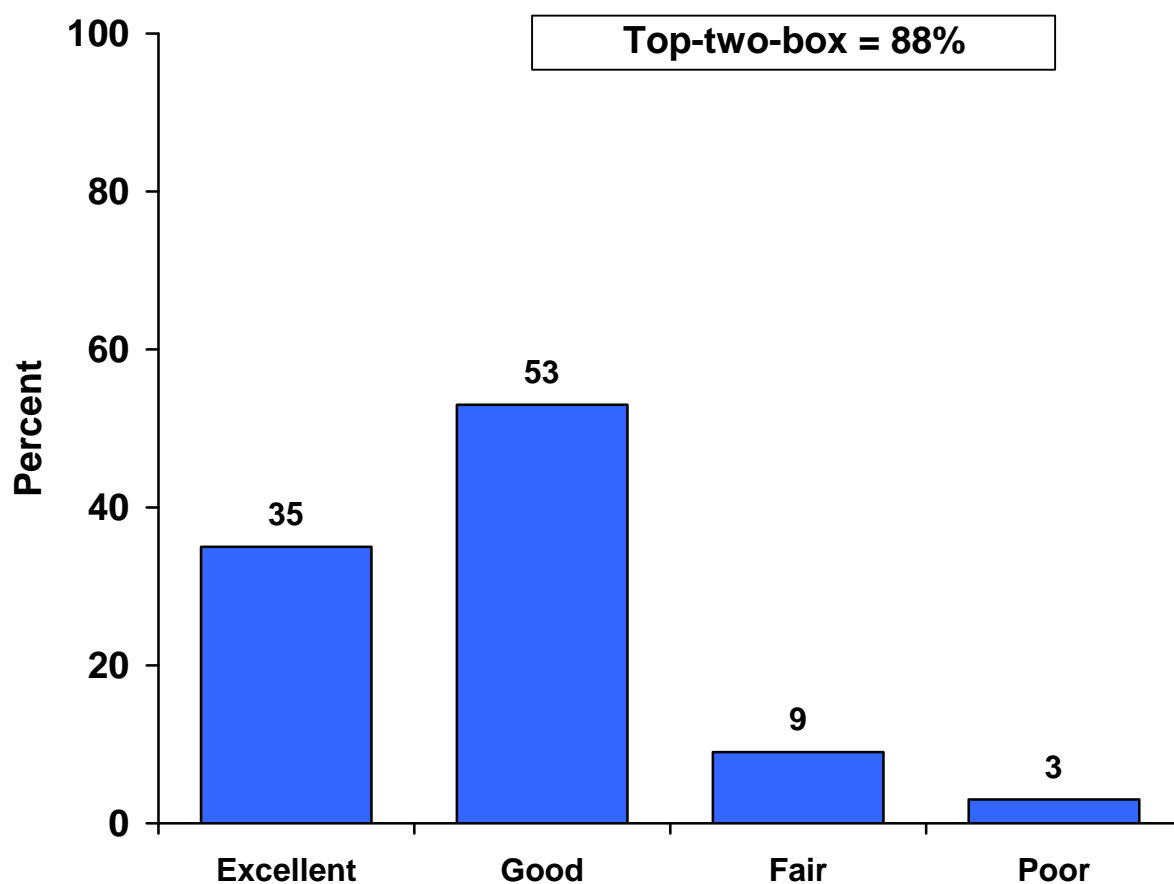
Rating of Library Facilities



Question: Q13 "Thinking about the Arlington libraries that you, or anyone in your household, have visited or used in the past 12 months, please rate each of the following."

Base: Respondents who have visited a library in the past 12 months. (n=272)

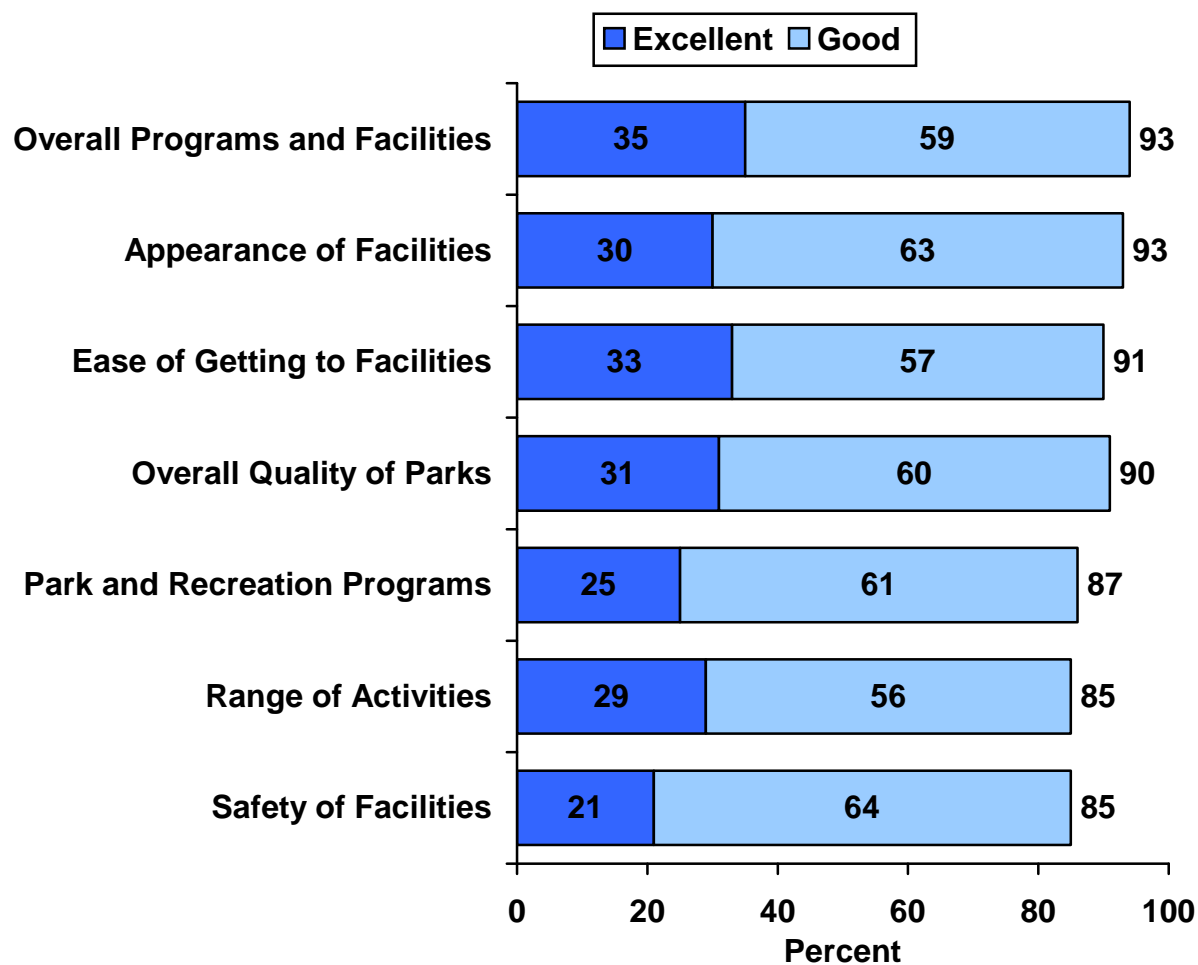
Rating of Availability of Library Materials



Question: Q13 "Thinking about the Arlington libraries that you, or anyone in your household, have visited or used in the past 12 months, please rate each of the following."

Base: Respondents who have visited a library in the past 12 months. (n=272)

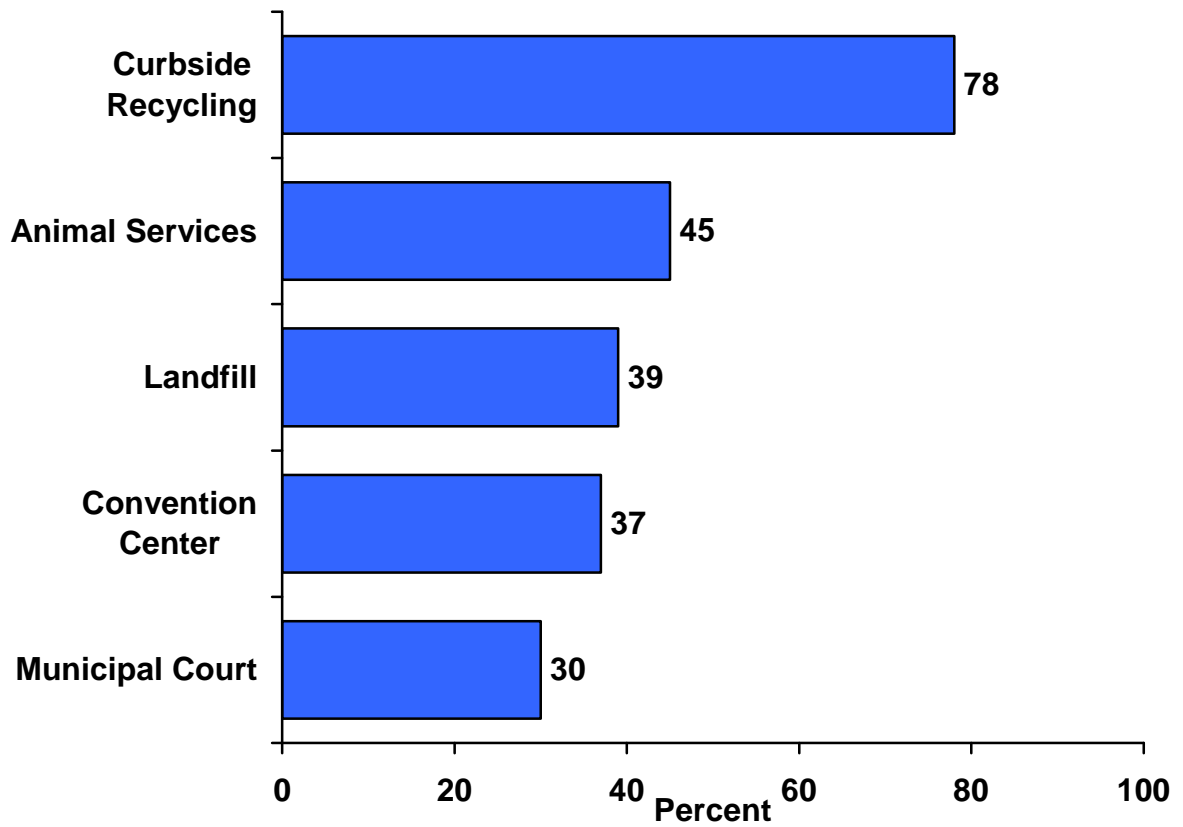
Rating of Parks and Recreation Facilities



Question: Q12a "Thinking about the Arlington parks and facilities that you, or anyone in your household, have visited or used in the past 12 months, please rate each of the following, using a scale of "excellent", "good", "fair", and "poor".

Base: Have visited or used ... in past 12 months, excluding "don't knows." (Base Varies)

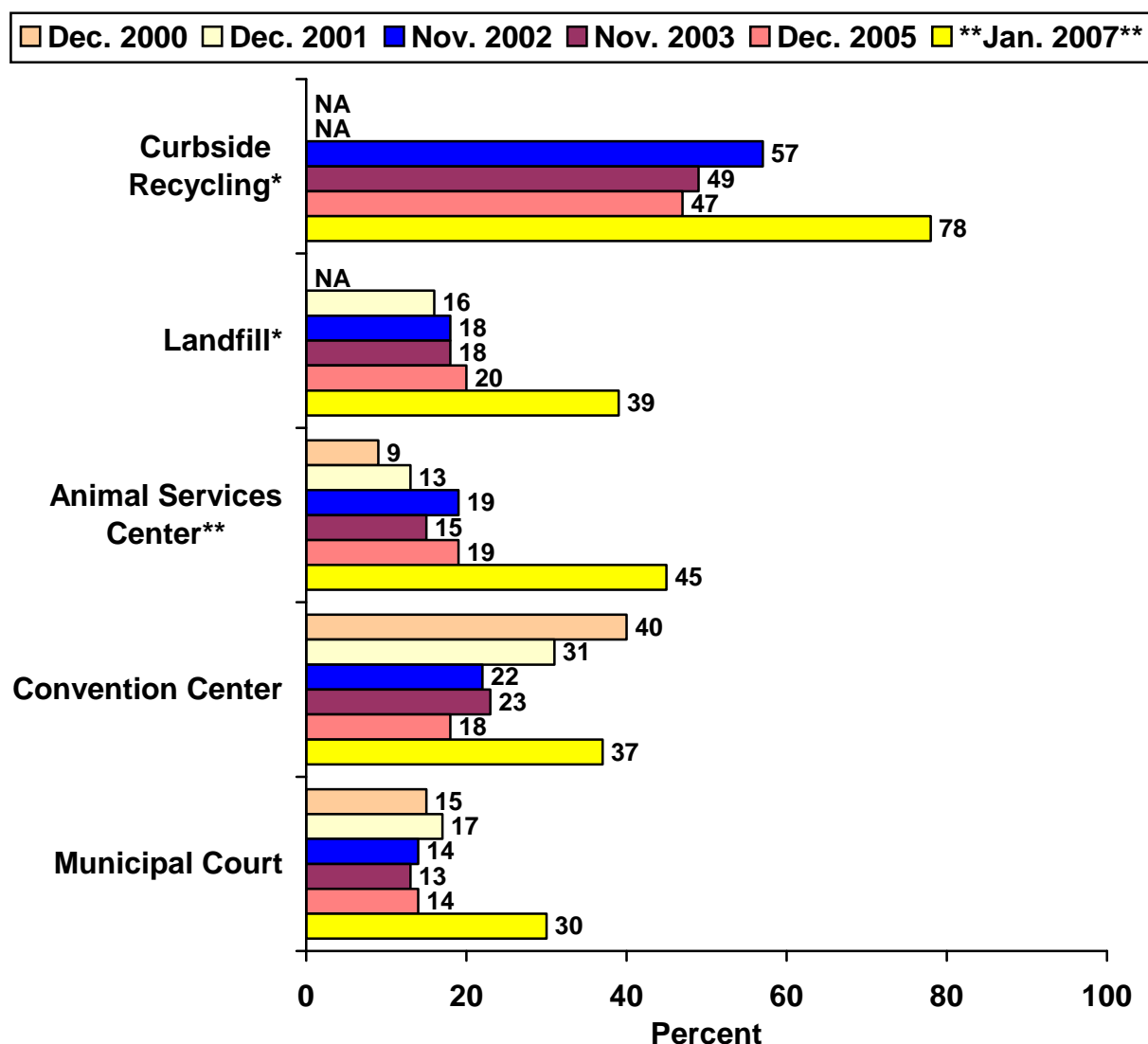
Facilities Or Services Visited Or Used In Past 12 Months



Question: Not asked in 2007. Numbers are inferred.

Base: Total respondents. (n=445)

Facilities Or Services Visited Or Used In Past 12 Months – Trend



Question: Not asked in 2007. Numbers are inferred and will affect the ability to compare to previous waves.

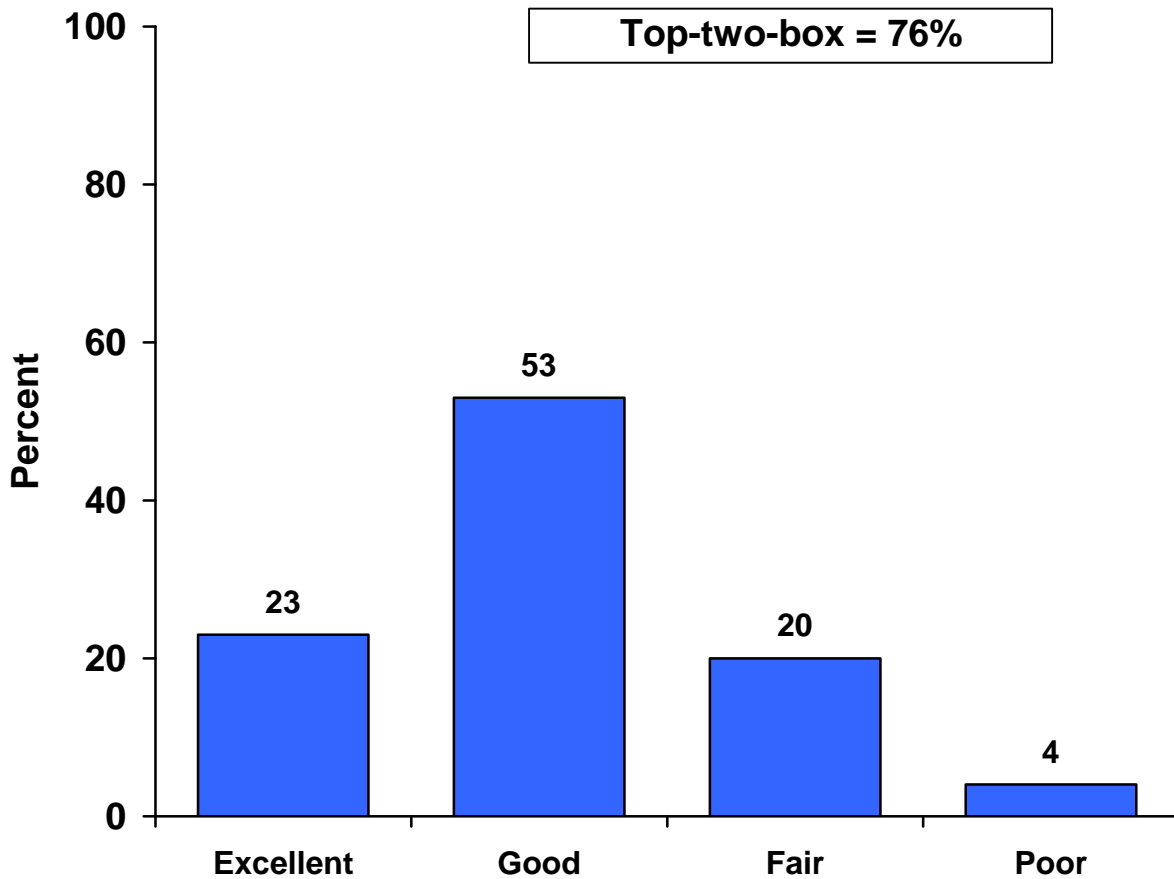
Base: Total respondents. (2000 n=500; 2001 n=502; 2002 n=500; 2003 n=505; 2005 n=457; 2007 n=445)

* Curbside Recycling included beginning in 2002. Landfill included beginning in 2001.

** Note: Wording of this category was changed in 2003, from “Animal Services Center Or Animal Shelter” to “Animal Services Center.”

Statistical Note: A single-line “up” arrow (↑) indicates a significant increase and a single-line “down” arrow (↓) indicates a significant decrease from the last wave in 2005. A block “up” arrow (⇑) indicates a significant increase and a block “down” arrow (⇓) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

Rating Sanitary Landfill



Question: Q17a: "Over the past few years, the City has increased its efforts to promote recycling in order to divert recycle materials from the sanitary landfill. How would you rate the City's effort in this regard?"

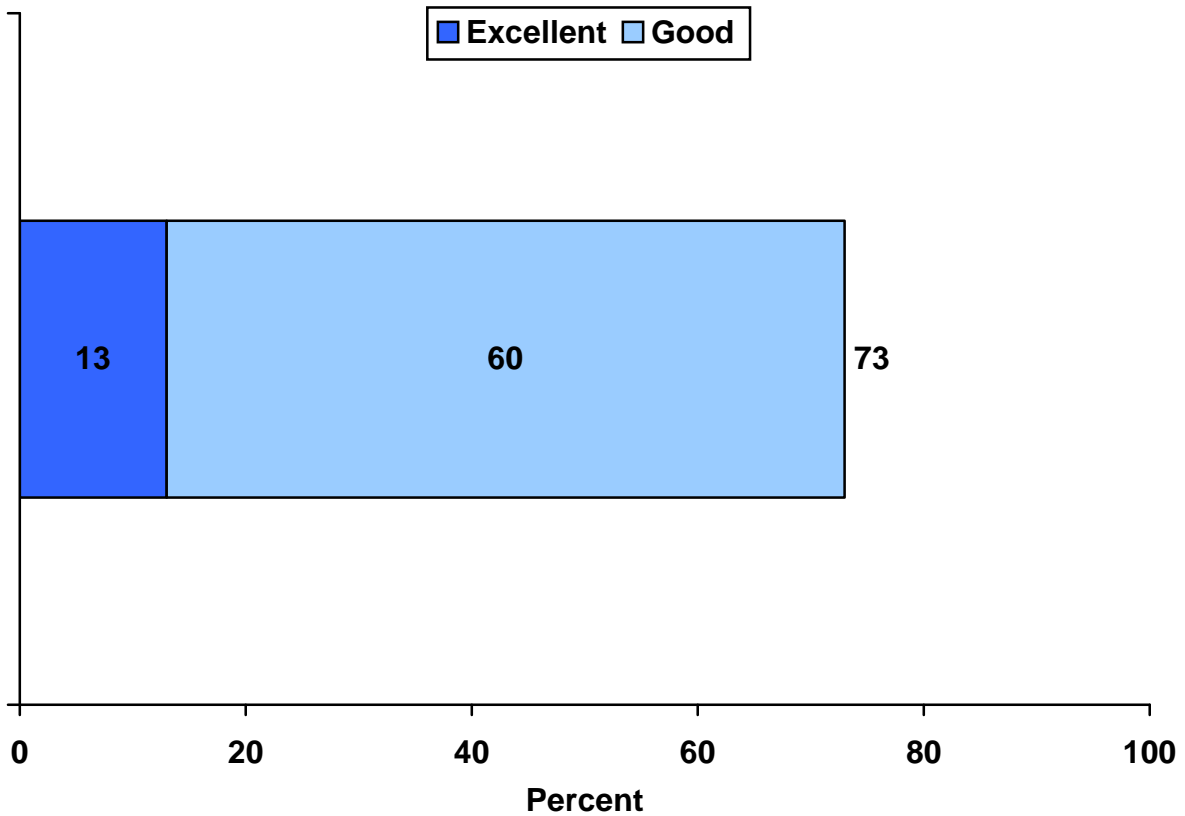
Base: Total respondents. Excluding don't know/no answer (n=416)

Access To City Gov't And Staying Informed

Rating of “providing citizen access or input to government” has increased slightly over 2005 and has significantly increased from 2000. Arlington residents continue to feel the need for improvement in the city providing citizen access and input to city government.

The city’s effort to keep the public informed is also perceived positively. Eighty percent of Arlington residents feel that the City keeps them informed. However, except for the Cowboy stadium project, and Water Conservation Campaign (86% and 75% respectively are at least somewhat informed); the levels of being informed at least somewhat about various city projects and campaigns appear to be moderate at about 50%, or lower.

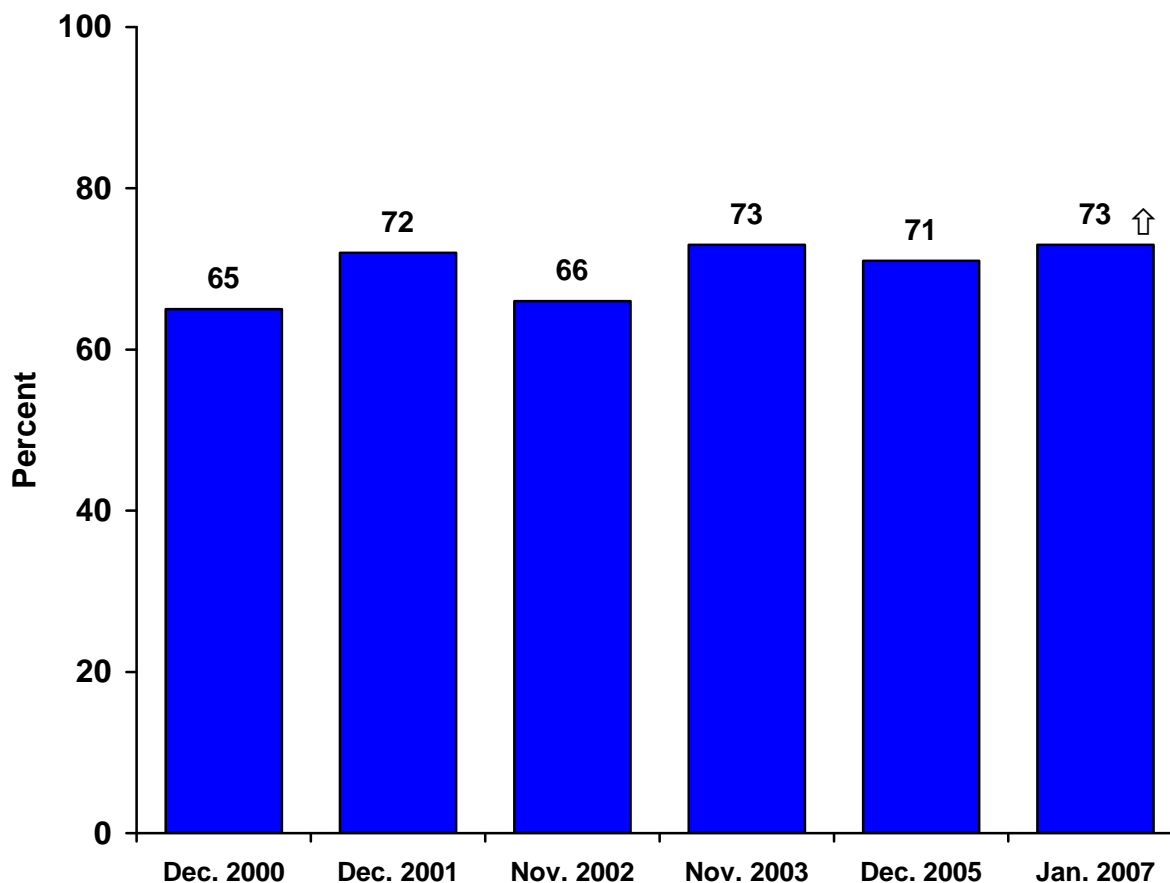
Rating Of Arlington On Providing Citizen Access Or Input To Government



Question: Q8: "And how would you rate Arlington in terms of providing citizen access or input to government?"

Base: Total respondents, excluding "don't knows." (n=393)

Rating On Providing Citizen Access Or Input To Gov't – Trend (Top Two Box—Excellent/Good)

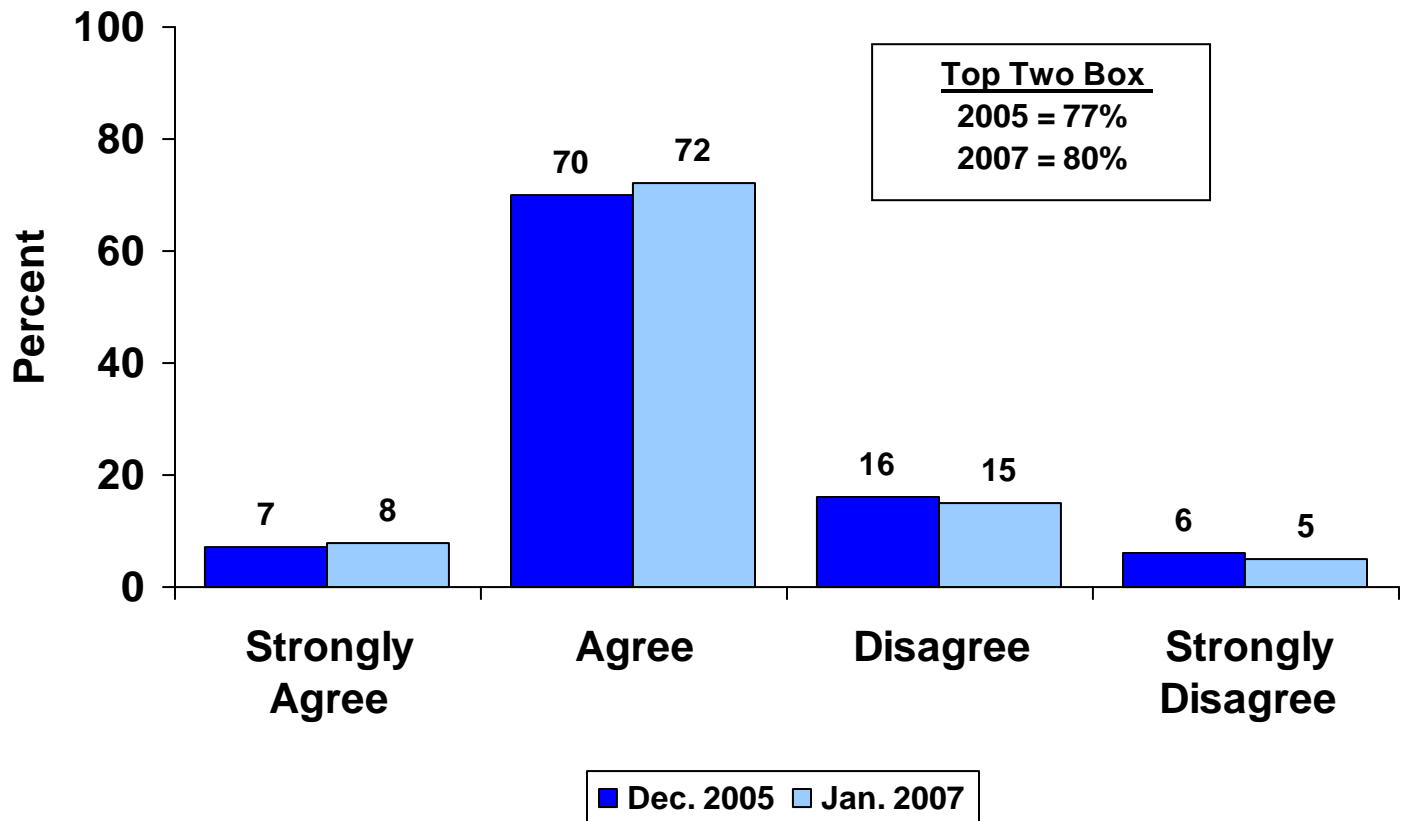


Question: Q8: "And how would you rate Arlington in terms of providing citizen access or input to government?"

Base: Total respondents, excluding "don't knows." (2000 n=448; 2001 n=436; 2002 n=430; 2003 n=413; 2005 n=415; 2007 n=393)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the last wave in 2005. A block "up" arrow (⇧) indicates a significant increase and a block "down" arrow (⇩) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

Agreement That City Keeps Public Informed

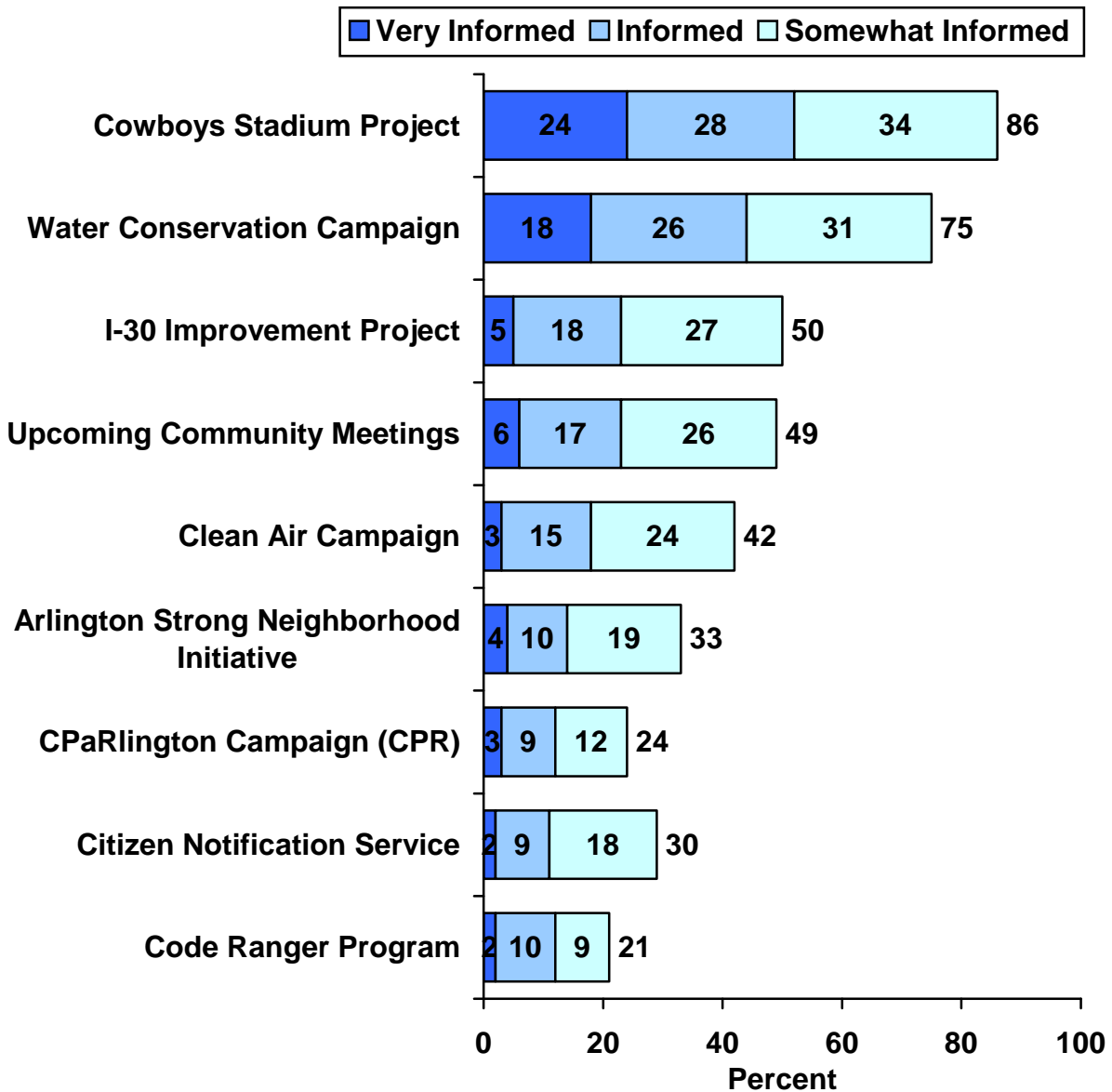


Question: Q9 "How much do you agree or disagree that the City keeps the public informed? Do you..."

Base: Total respondents, excluding "don't knows." (2005 n=432; 2007 n=431)

Note: This question asked beginning in 2005.

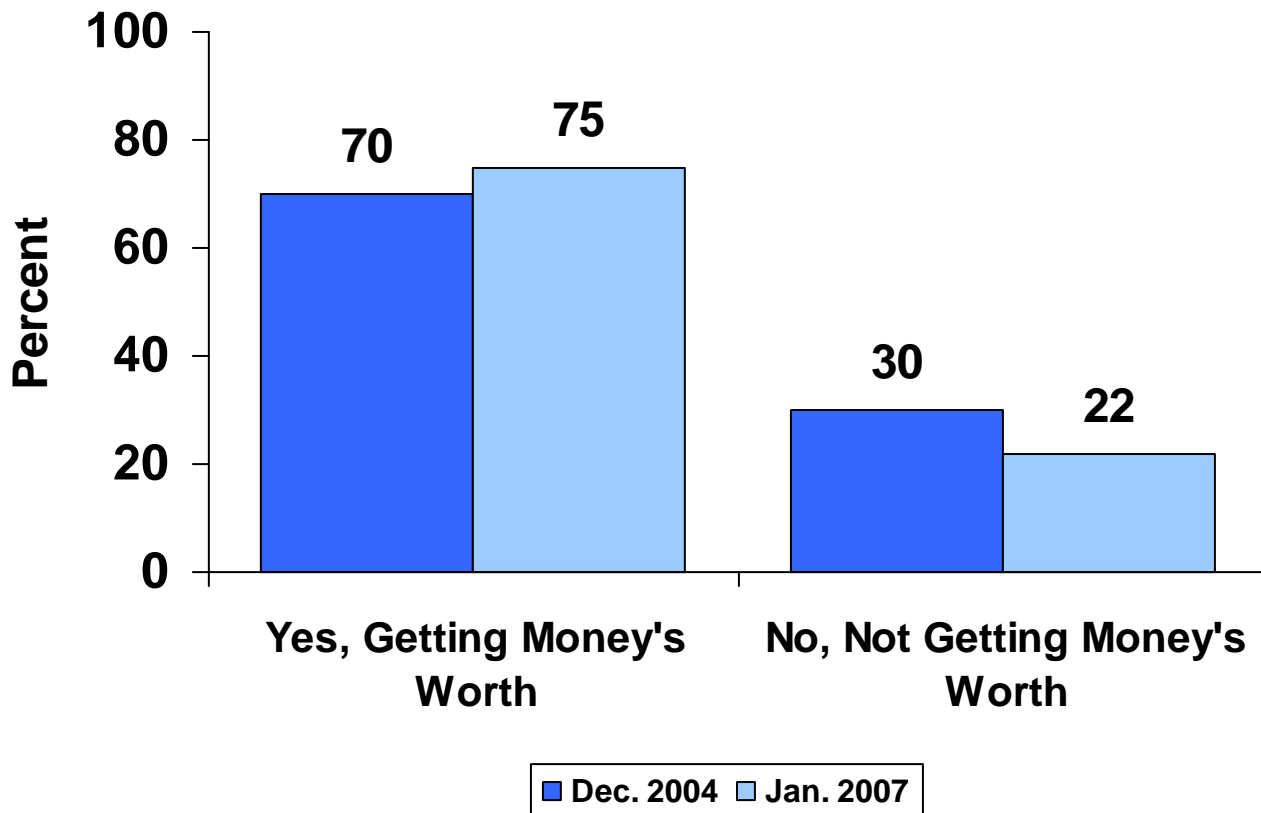
Awareness of City Projects and Programs



Question: Q10 "The City is working on several special projects and has distributed various types of communication pieces to inform the public about these projects. How informed are you about the following..."

Base: Total respondents, excluding "don't knows." (Base Varies)

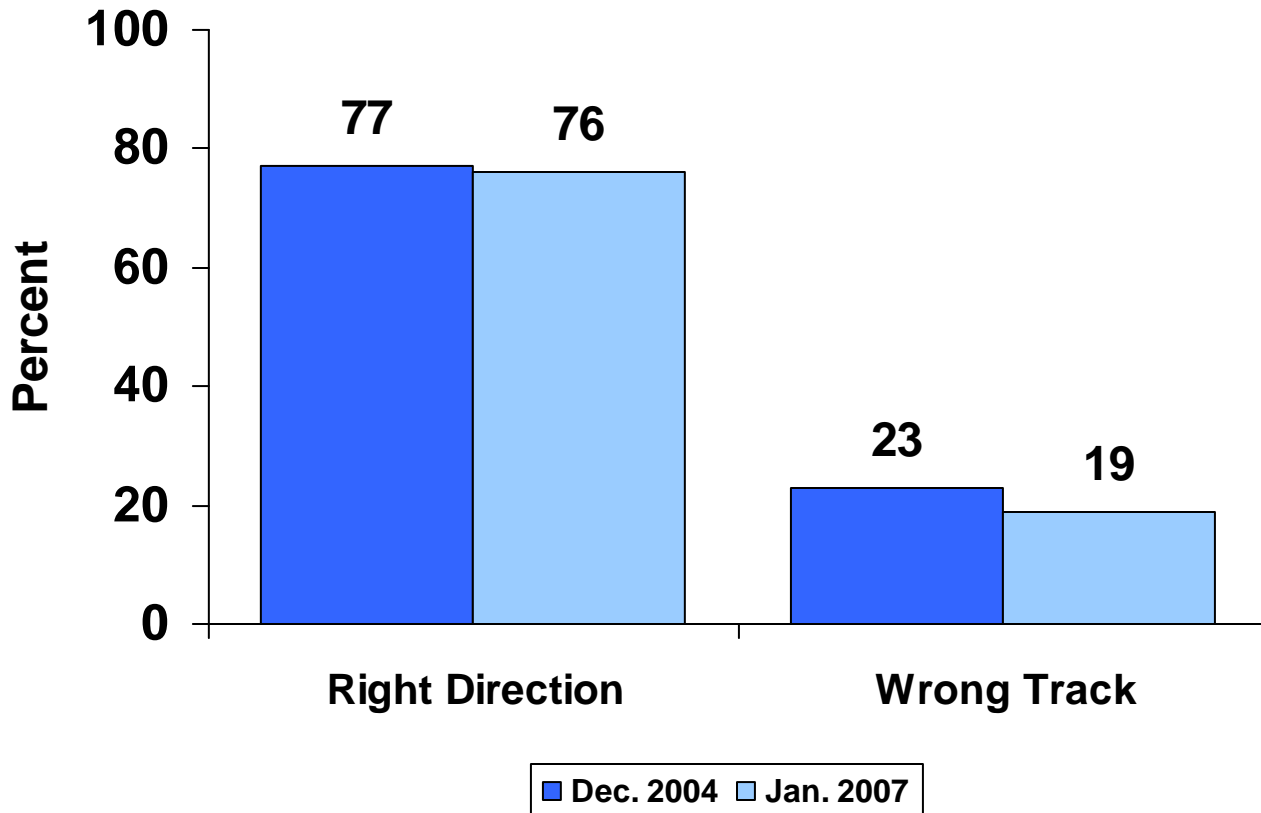
Overall Rating of Arlington City Services On Getting Money's Worth For Tax Dollars



Question: Q21 "Thinking about the services and facilities that the city provides, do you feel that you are getting your money's worth for your tax dollars, or not?"

Base: Total respondents, excluding "don't knows." (2004 n=443; 2007 n=445)

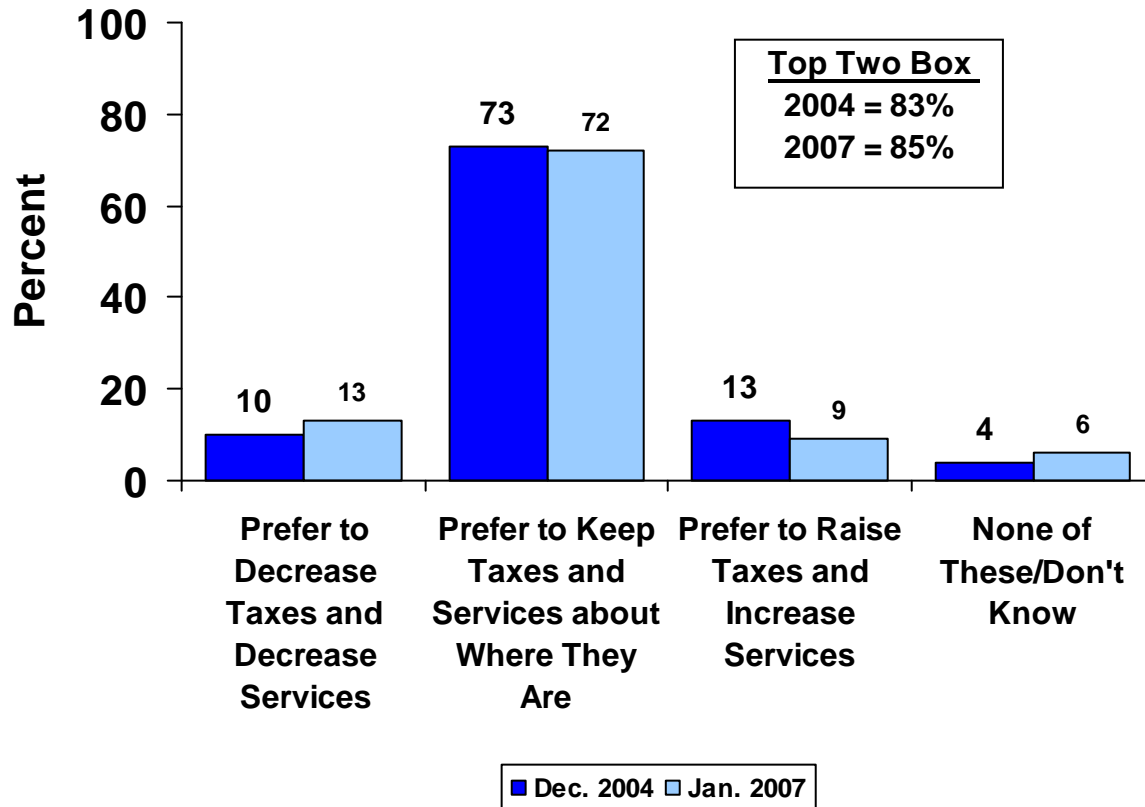
Overall Rating Of City Services In Terms of Direction



Question: Q23: "Overall, do you feel that the City of Arlington is generally headed in the right direction or on the wrong track?"

Base: Total respondents, excluding "don't knows." (2004 n=441; 2007 n=445)

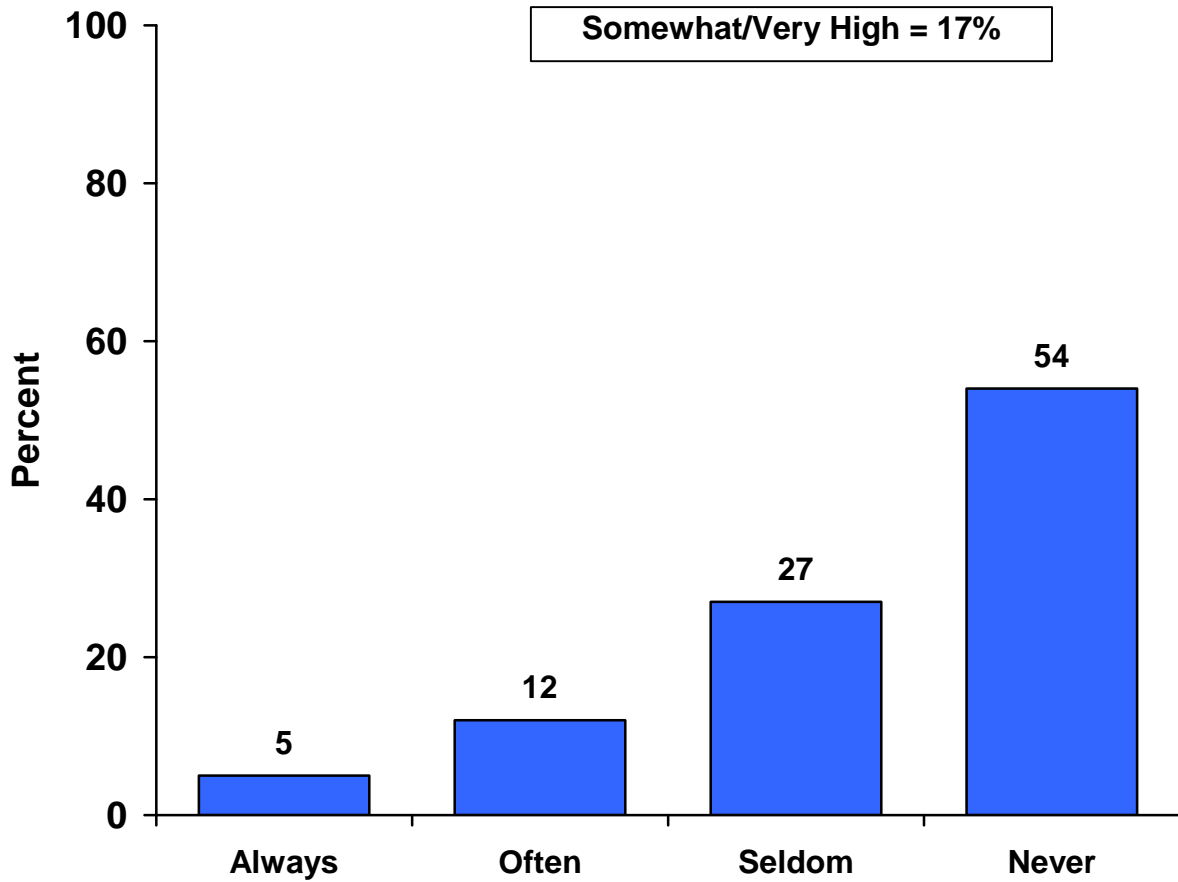
View On Tax Rate Vs. City Services



Questions: Q22: "The City of Arlington is funded primarily by receiving a portion of property, sales and other taxes collected in the City. Considering on one hand all of the services the City provides, and on the other hand, all of the taxes you pay, which of the following statements comes closest to your view?"

Base: Total respondents. (2004 n=450; 2007 n=445)

View On Tax Rate Vs. City Services



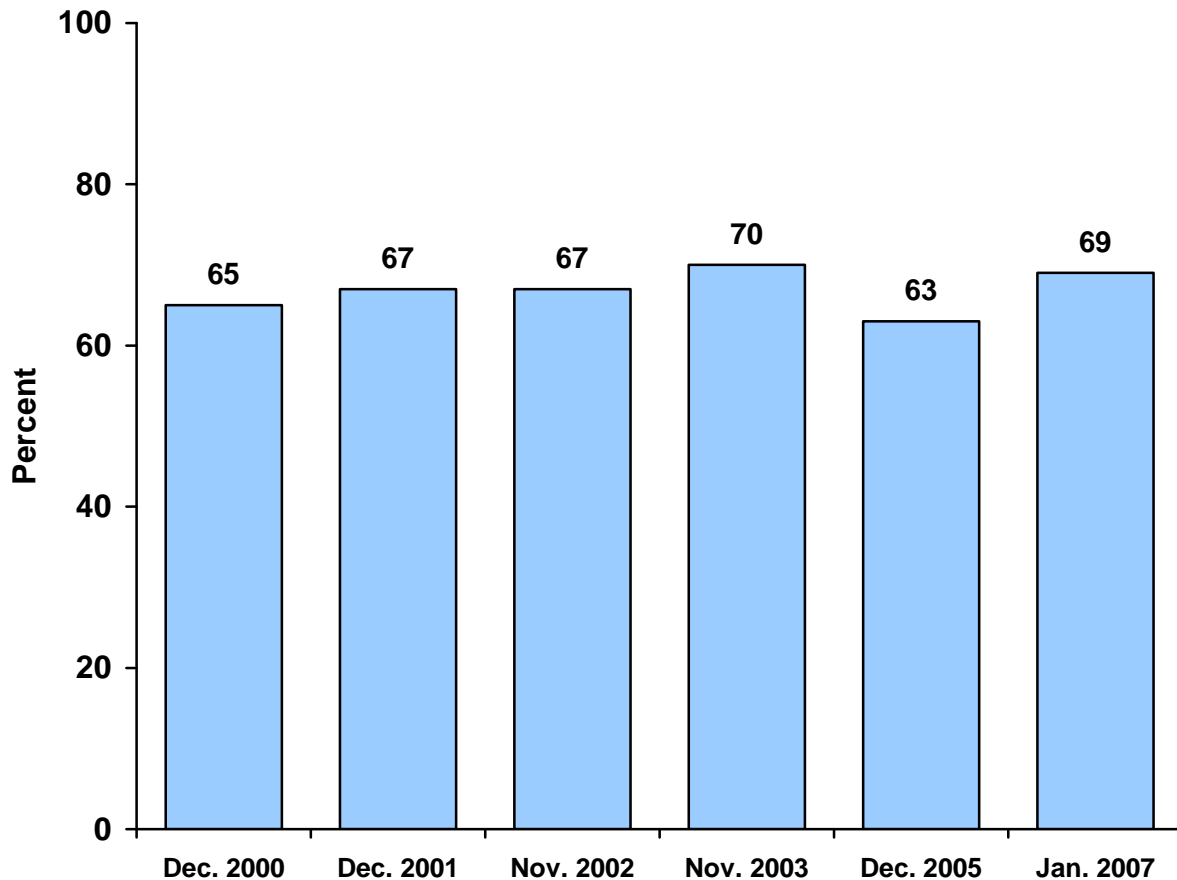
Questions: Q24a: "How frequently do you attend or get involved in neighborhood community meetings such as the Neighborhood Summit, East Arlington Renewal, etc.?"

Base: Total respondents. (n=445)

APPENDIX

- Respondent Profile
- More Discussion Of Methods
- Trend Charts

Overall Rating of Streets and Roads – Trend Condition of Your Neighborhood Streets (Top Two Box—Excellent/Good)



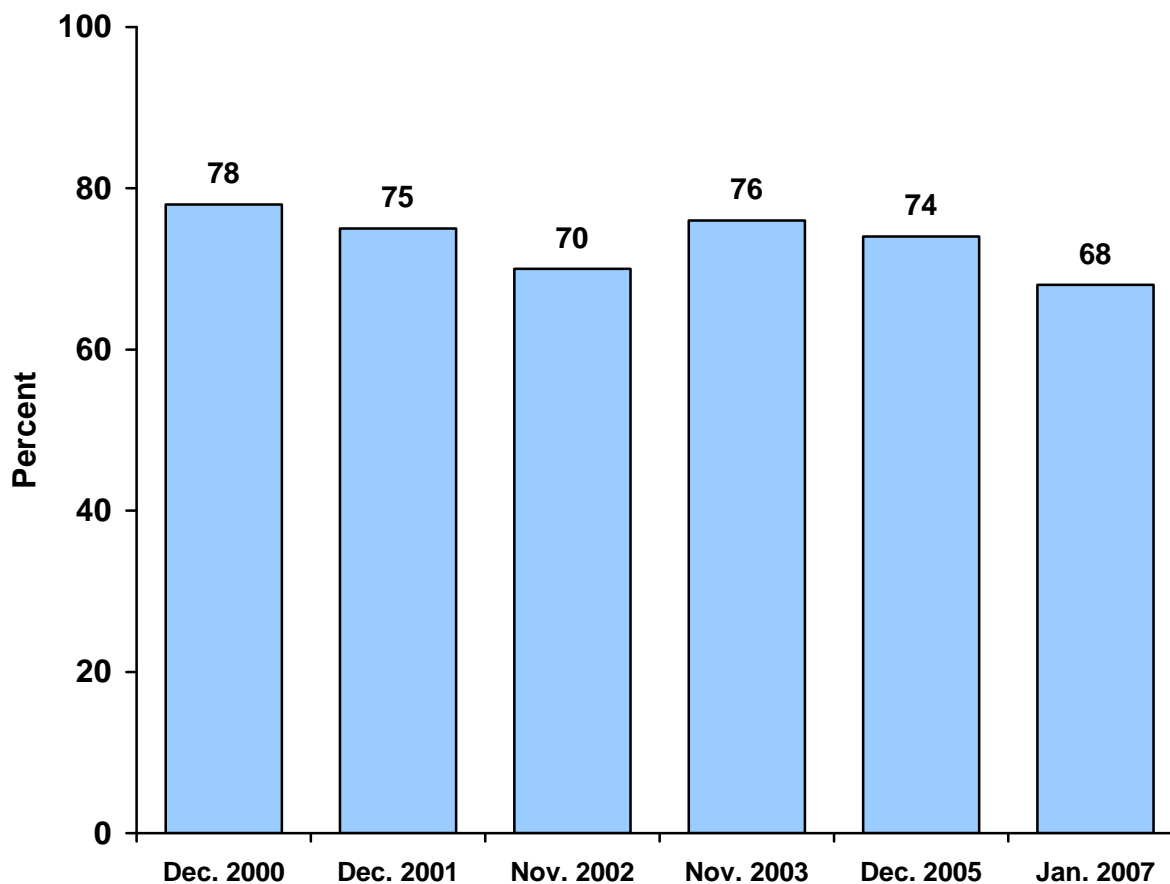
Question: Q14: "Now thinking about the streets and roads in Arlington, how would you rate each of the following?"

Base: Total respondents, excluding "don't knows." (Base Varies)

Wording of this question changed slightly from previous waves and will affect the tracking of the numbers.

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the last wave in 2005. A block "up" arrow (⇑) indicates a significant increase and a block "down" arrow (⇓) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

Overall Rating of Streets and Roads – Trend Maintenance of Street Medians/Right-of-Ways (Top Two Box—Excellent/Good)



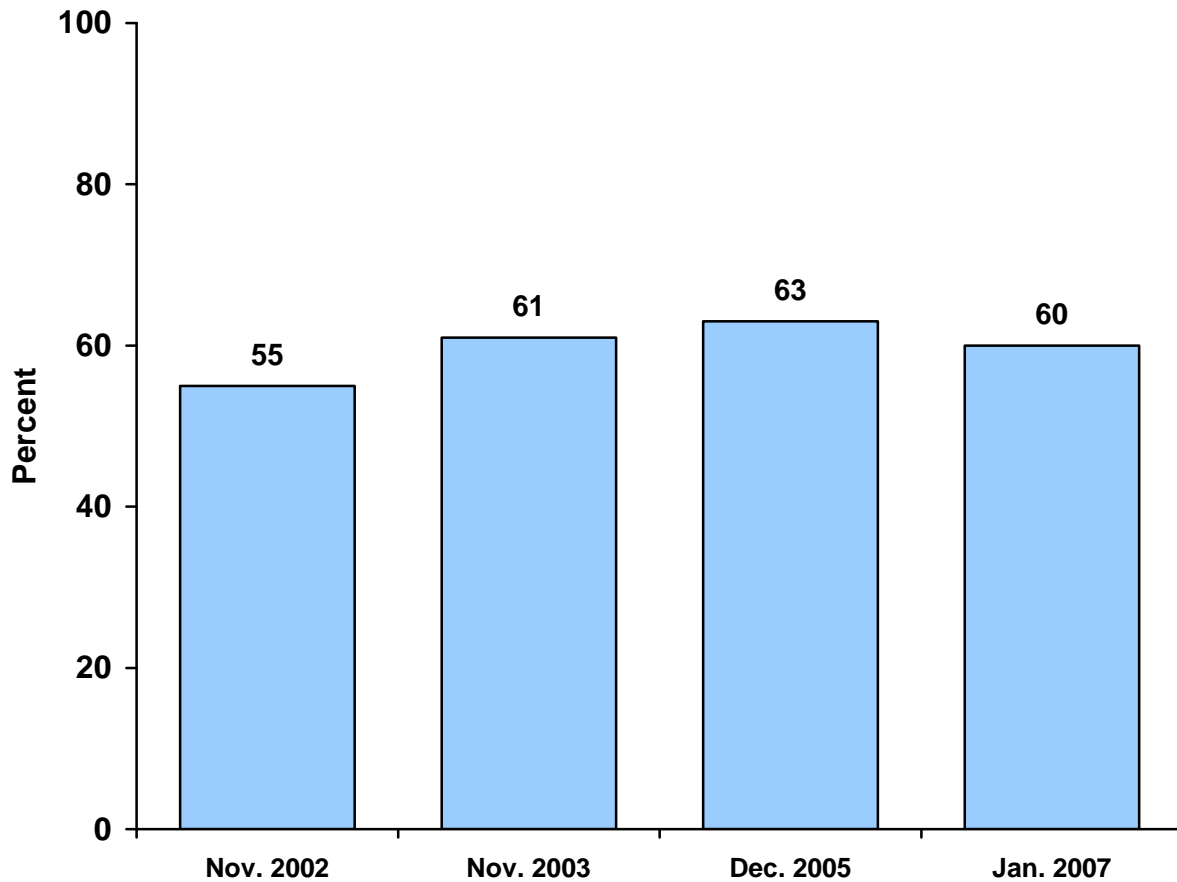
Question: Q14: “Now thinking about the streets and roads in Arlington, how would you rate each of the following?”

Base: Total respondents, excluding “don’t knows.” (Base Varies)

Wording of this question changed slightly from previous waves and will affect the tracking of the numbers.

Statistical Note: A single-line “up” arrow (↑) indicates a significant increase and a single-line “down” arrow (↓) indicates a significant decrease from the last wave in 2005. A block “up” arrow (⇑) indicates a significant increase and a block “down” arrow (⇓) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

Overall Rating of Streets and Roads – Trend Street Sweeping (Top Two Box—Excellent/Good)



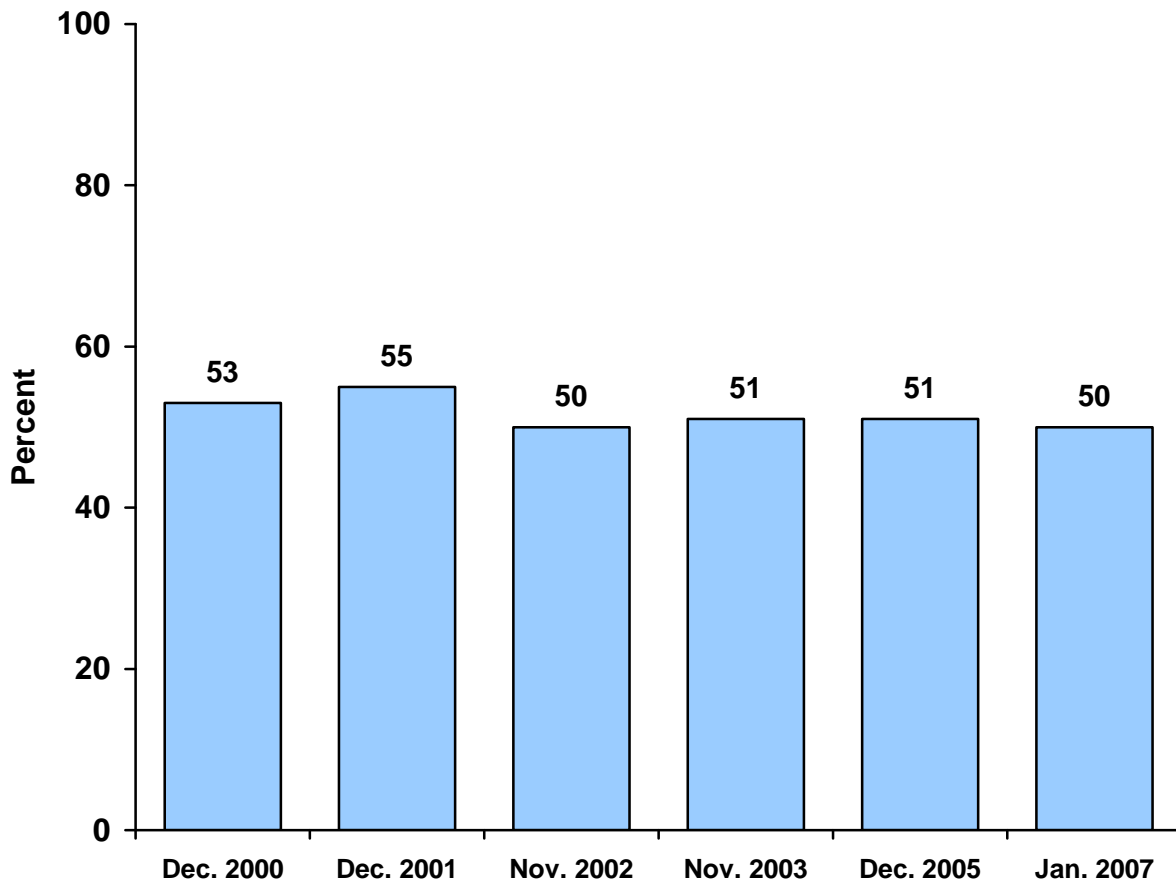
Question: Q14: "Now thinking about the streets and roads in Arlington, how would you rate each of the following?"

Base: Total respondents, excluding "don't knows." (Base Varies)

Wording of this question changed slightly from previous waves and will affect the tracking of the numbers.

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the last wave in 2005. A block "up" arrow (⇑) indicates a significant increase and a block "down" arrow (⇓) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

Overall Rating of Streets and Roads – Trend Availability of Sidewalks (Top Two Box—Excellent/Good)



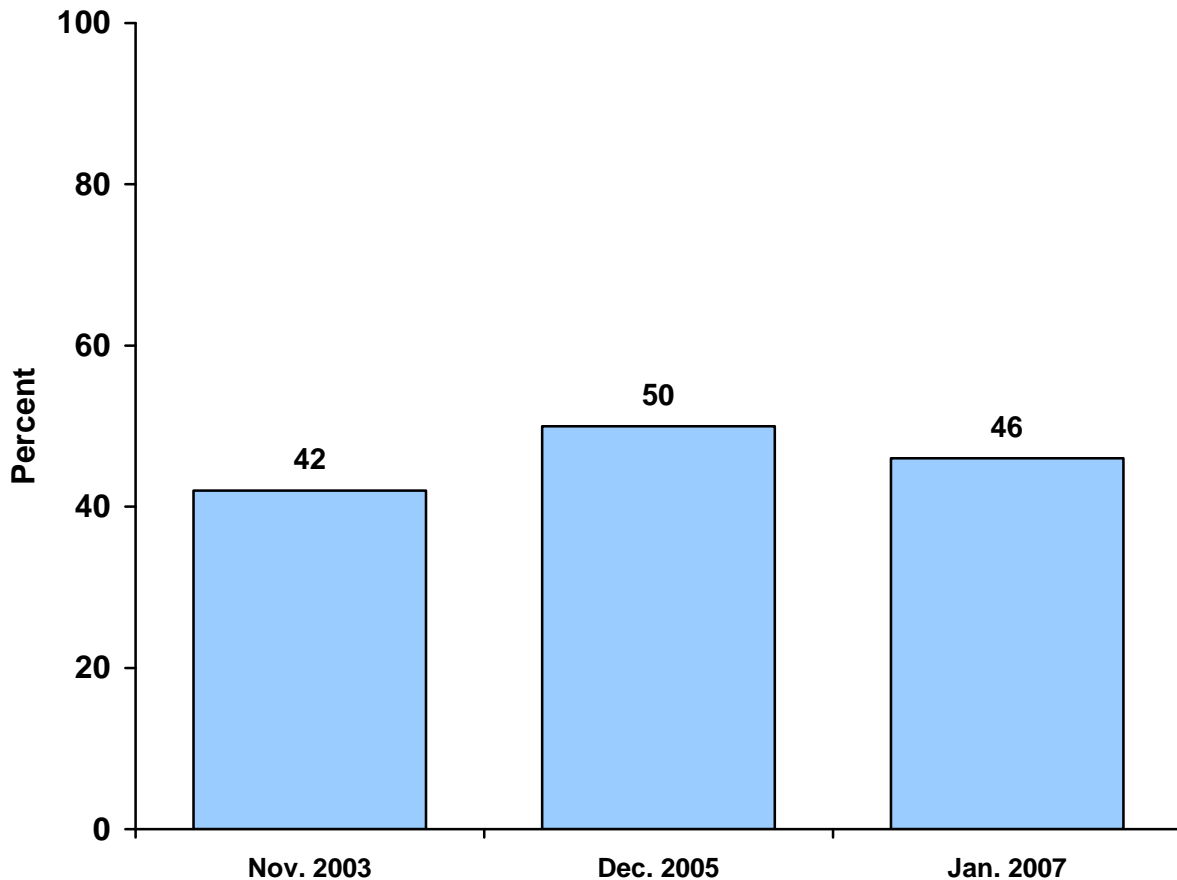
Question: Q14: "Now thinking about the streets and roads in Arlington, how would you rate each of the following?"

Base: Total respondents, excluding "don't knows." (Base Varies)

Wording of this question changed slightly from previous waves and will affect the tracking of the numbers.

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the last wave in 2005. A block "up" arrow (⇑) indicates a significant increase and a block "down" arrow (⇓) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

Overall Rating of Streets and Roads – Trend Managing Traffic Flow (Top Two Box—Excellent/Good)



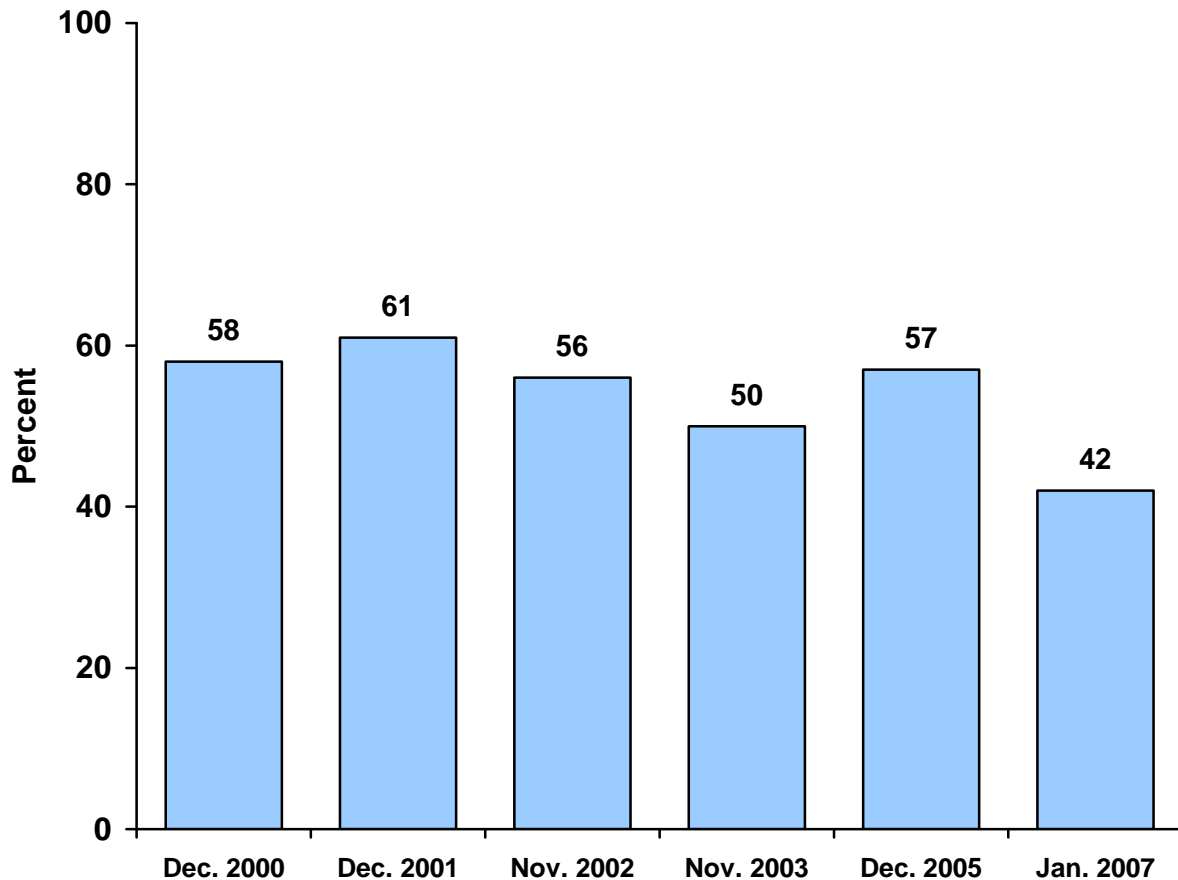
Question: Q14: "Now thinking about the streets and roads in Arlington, how would you rate each of the following?"

Base: Total respondents, excluding "don't knows." (Base Varies)

Wording of this question changed slightly from previous waves and will affect the tracking of the numbers.

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the last wave in 2005. A block "up" arrow (⇑) indicates a significant increase and a block "down" arrow (⇓) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

Overall Rating of Streets and Roads – Trend Managing Traffic During Peak Hours (Top Two Box—Excellent/Good)



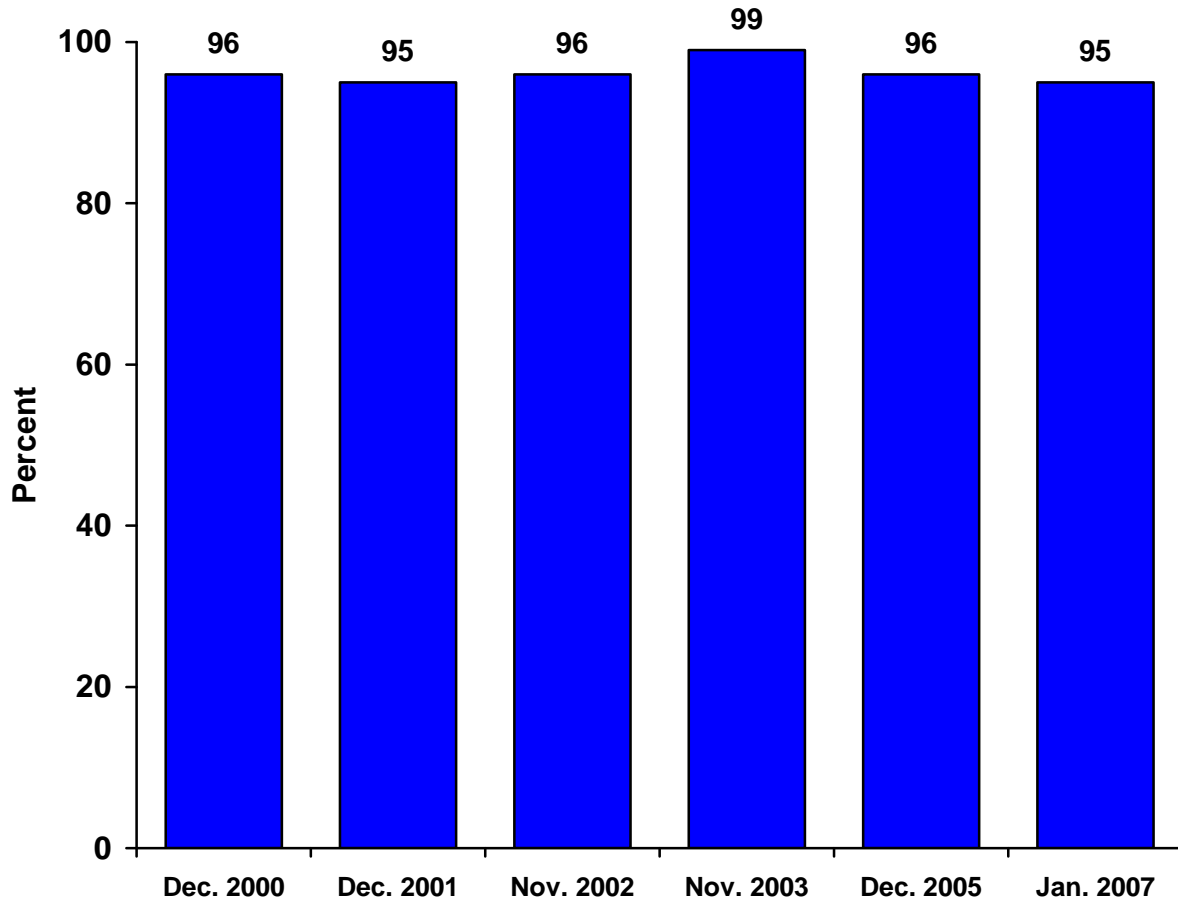
Question: Q14: "Now thinking about the streets and roads in Arlington, how would you rate each of the following?"

Base: Total respondents, excluding "don't knows." (Base Varies)

Wording of this question changed slightly from previous waves and will affect the tracking of the numbers.

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the last wave in 2005. A block "up" arrow (⇑) indicates a significant increase and a block "down" arrow (⇓) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

Overall Rating of Arlington City Services – Trend Fire Services (Top Two Box—Excellent/Good)

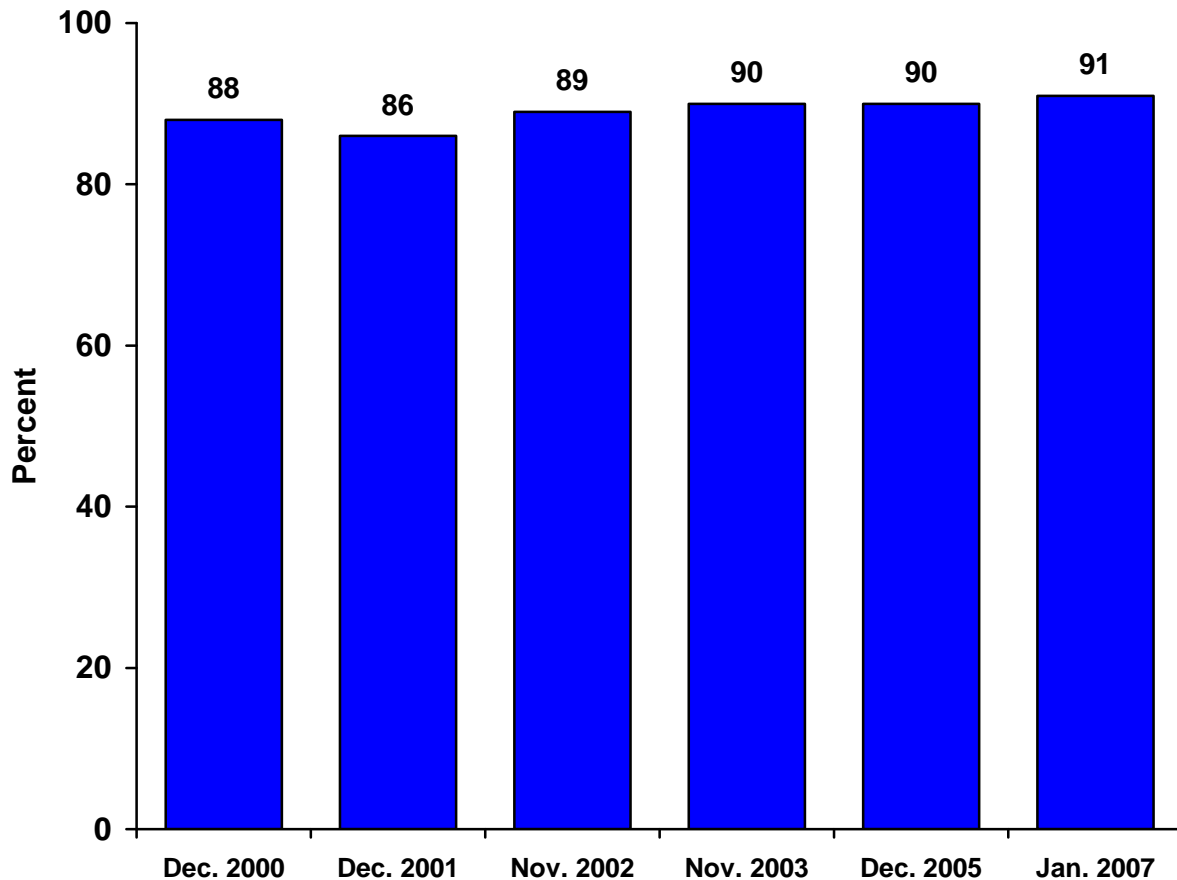


Question: Q11: "And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months."

Base: Total respondents, excluding "don't knows." (Base Varies)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the last wave in 2005. A block "up" arrow (⇑) indicates a significant increase and a block "down" arrow (⇓) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

Overall Rating of Arlington City Services – Trend Ambulance or Emergency Medical Services (Top Two Box—Excellent/Good)



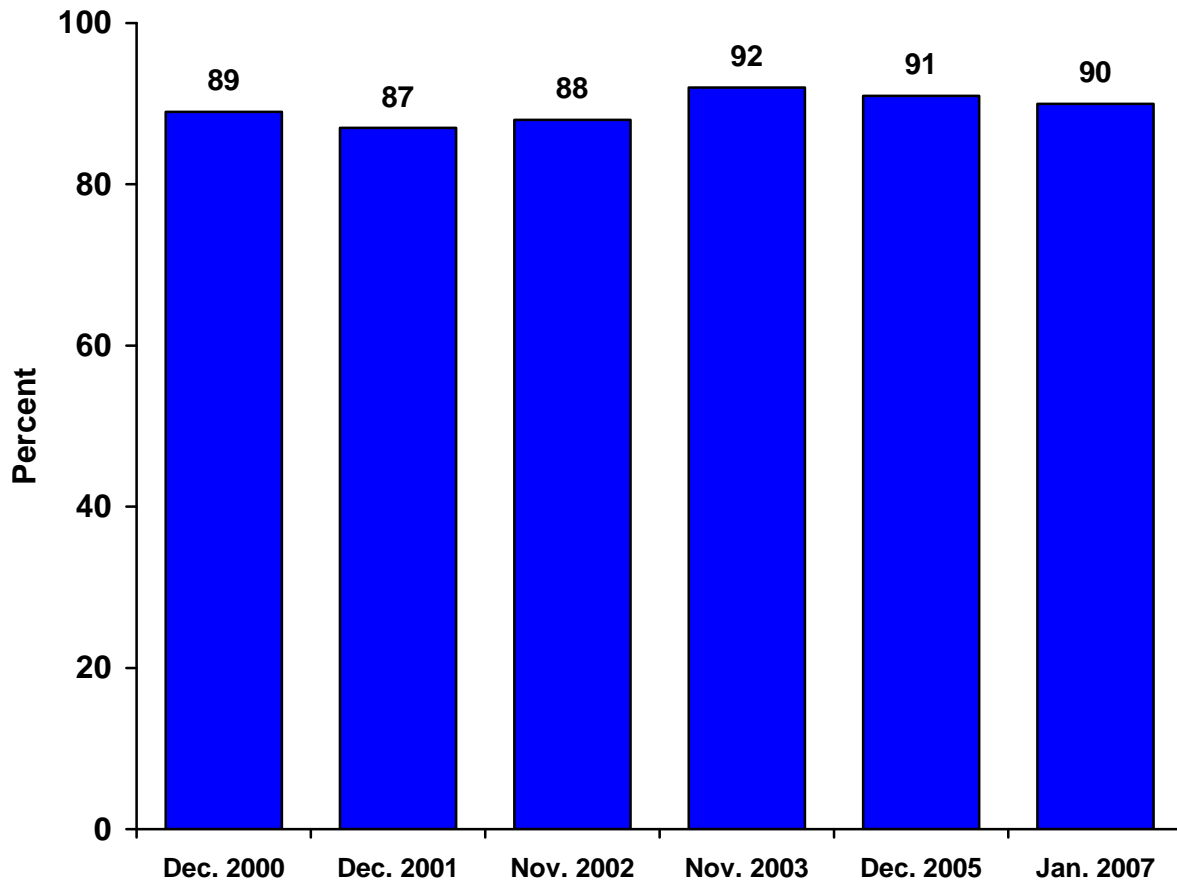
Question: Q11: "And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months."

Wording of this question along with rating scale changed slightly from previous waves and will affect the tracking of the numbers.

Base: Total respondents, excluding "don't knows." (Base Varies)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the last wave in 2005. A block "up" arrow (⇑) indicates a significant increase and a block "down" arrow (⇓) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

Overall Rating of Arlington City Services – Trend Non-Emergency Community Service (Top Two Box—Excellent/Good)



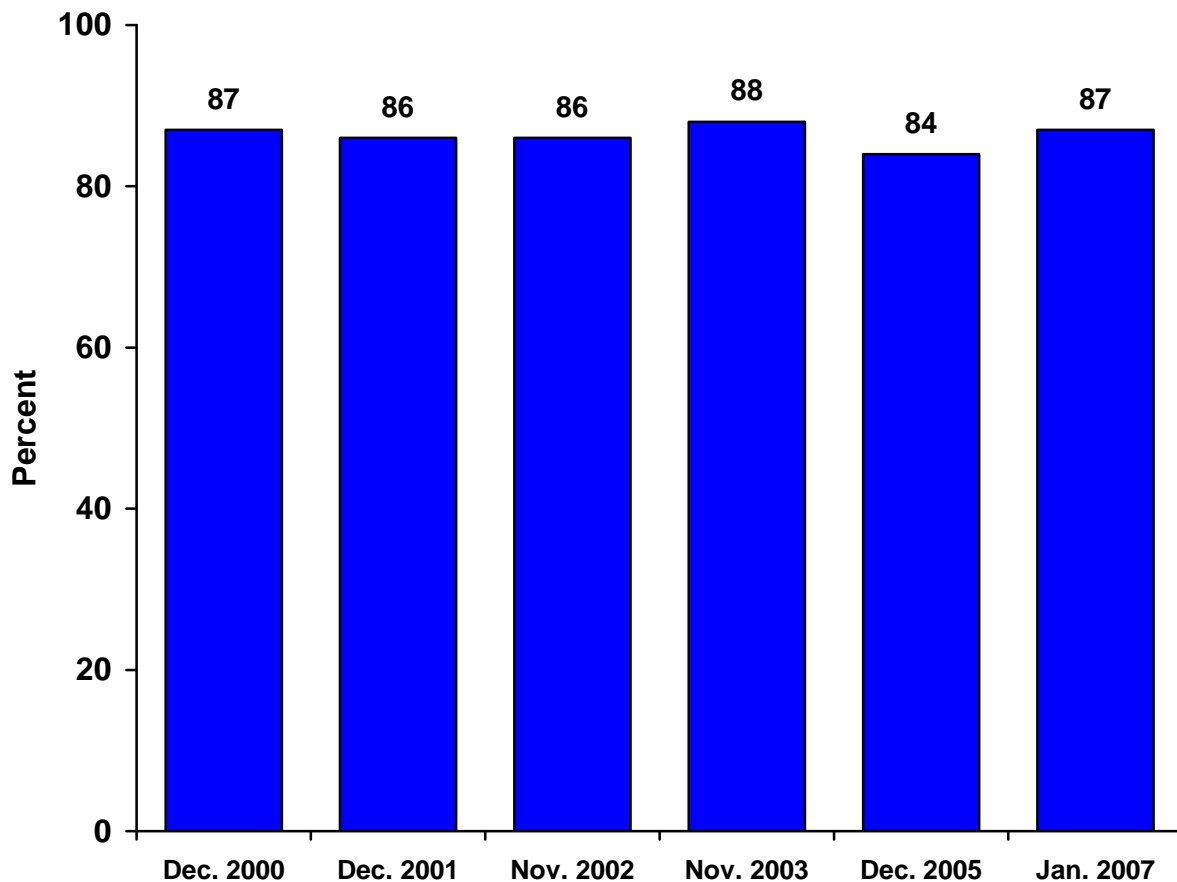
Question: Q11: “And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months.”

Base: Total respondents, excluding “don’t knows.” (Base Varies)

Wording of this question along with rating scale changed slightly from previous waves and will affect the tracking of the numbers.

Statistical Note: A single-line “up” arrow (↑) indicates a significant increase and a single-line “down” arrow (↓) indicates a significant decrease from the last wave in 2005. A block “up” arrow (⇑) indicates a significant increase and a block “down” arrow (⇓) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

Overall Rating of Arlington City Services – Trend Police (Top Two Box—Excellent/Good)

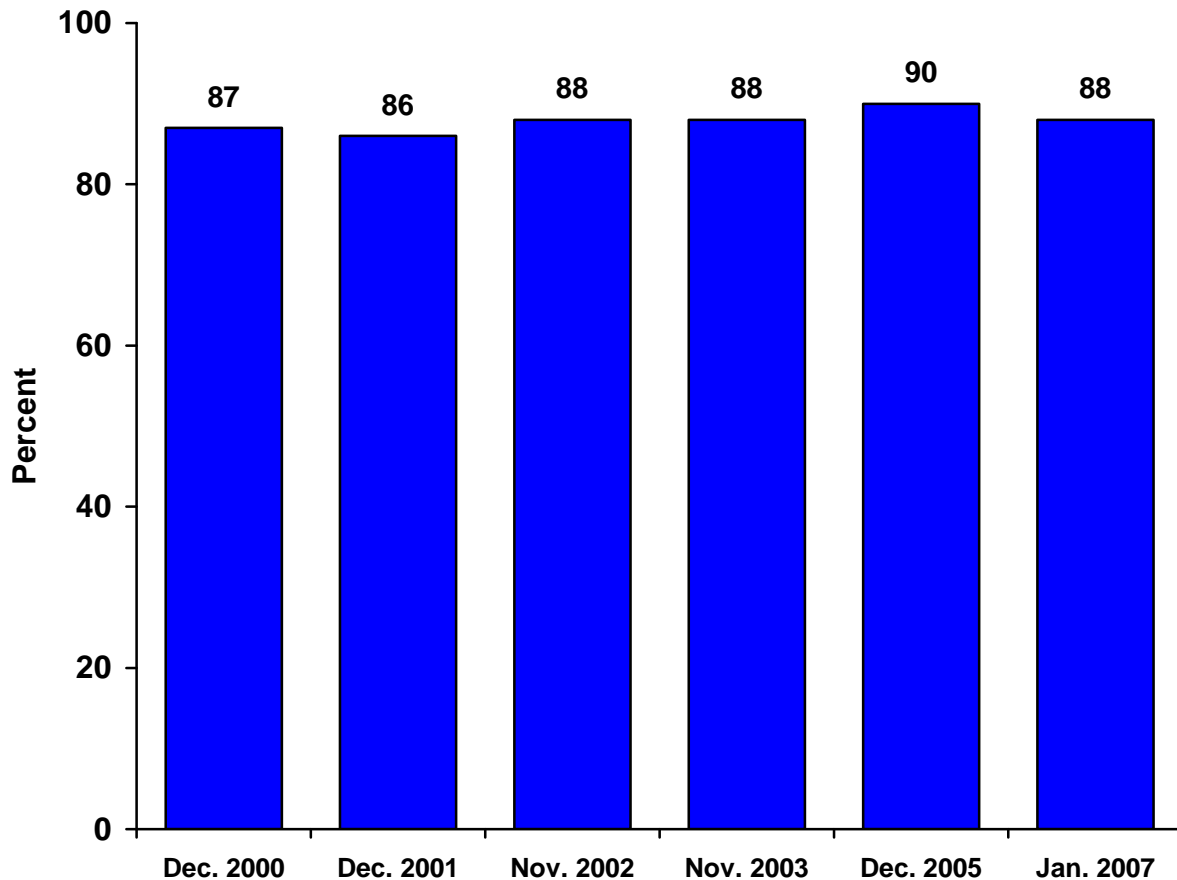


Question: Q11: "And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months."

Base: Total respondents, excluding "don't knows." (Base Varies)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the last wave in 2005. A block "up" arrow (⇑) indicates a significant increase and a block "down" arrow (⇓) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

Overall Rating of Arlington City Services – Trend Garbage Collection (Top Two Box—Excellent/Good)

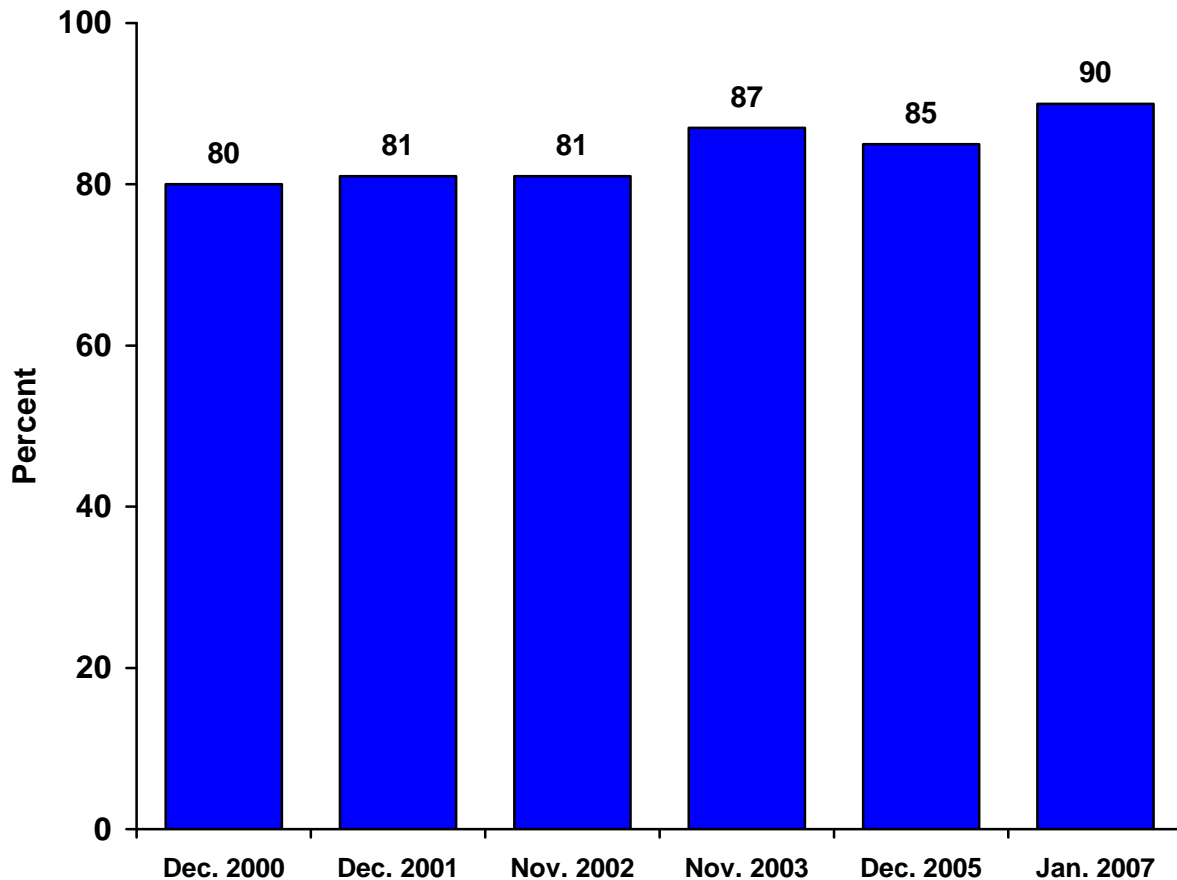


Question: Q11: "And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months."

Base: Total respondents, excluding "don't knows." (Base Varies)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the last wave in 2005. A block "up" arrow (⇑) indicates a significant increase and a block "down" arrow (⇓) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

Overall Rating of Arlington City Services – Trend Curbside Recycling Collection (Top Two Box—Excellent/Good)



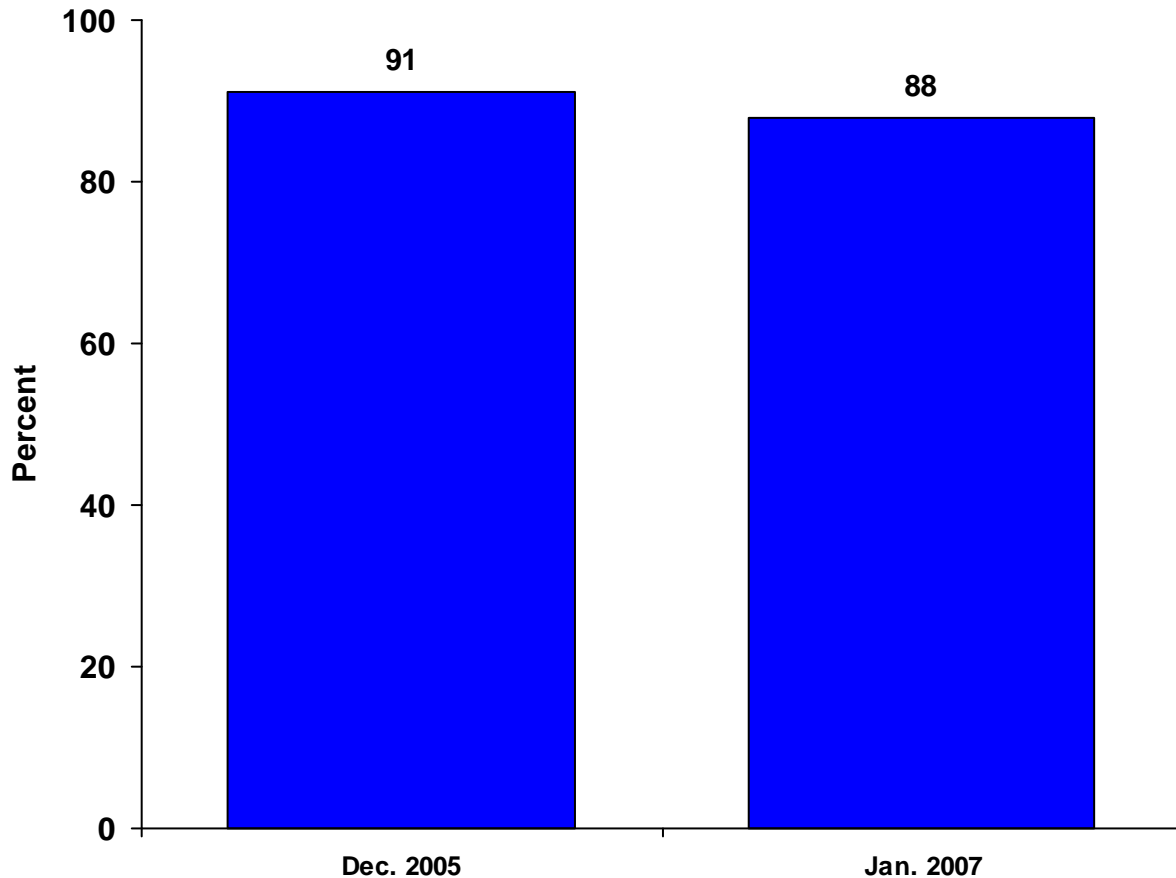
Question: Q11: “And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months.”

Base: Total respondents, excluding “don’t knows.” (Base Varies)

Wording of this question along with rating scale changed slightly from previous waves and will affect the tracking of the numbers.

Statistical Note: A single-line “up” arrow (↑) indicates a significant increase and a single-line “down” arrow (↓) indicates a significant decrease from the last wave in 2005. A block “up” arrow (⇑) indicates a significant increase and a block “down” arrow (⇓) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

Overall Rating of Arlington City Services – Trend Landfill Services (Top Two Box—Excellent/Good)



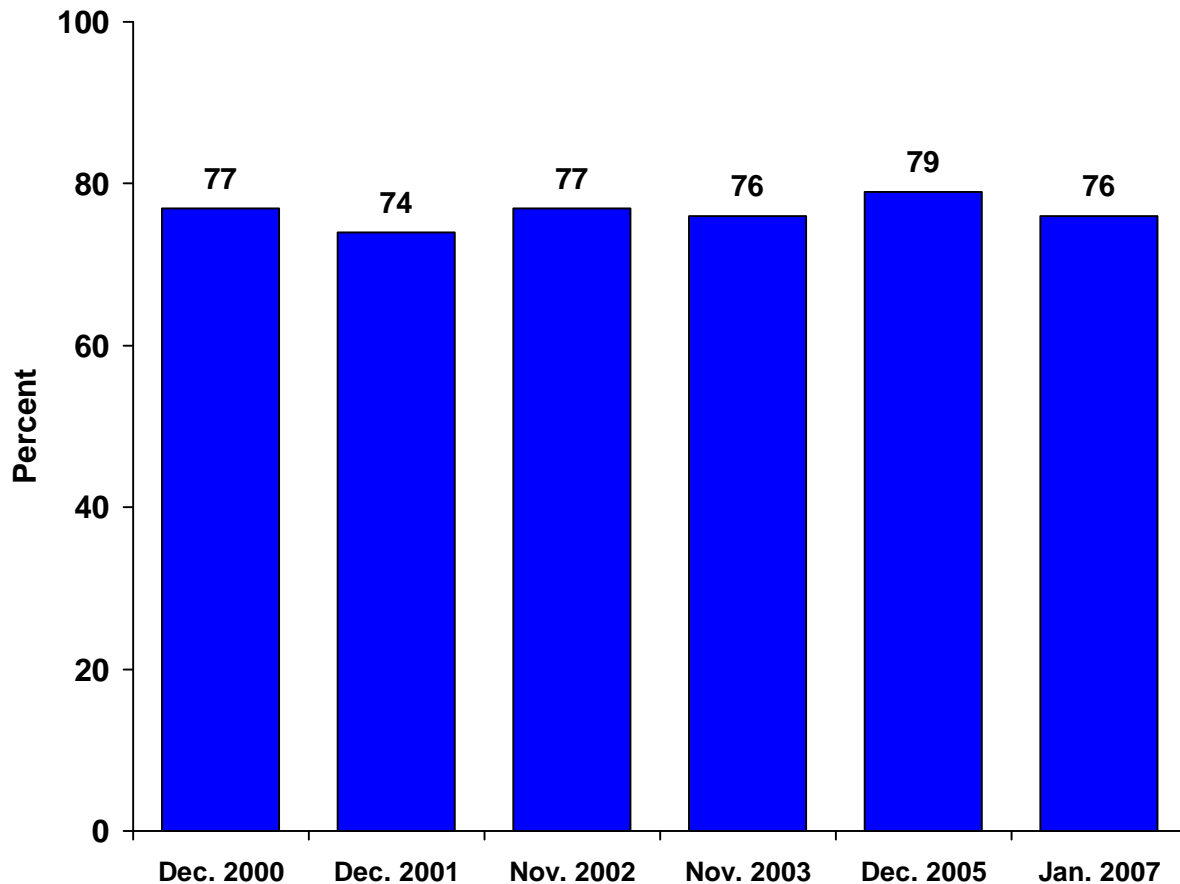
Question: Q11: “And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months.”

Base: Total respondents, excluding “don’t knows.” (Base Varies)

Wording of this question along with rating scale changed slightly from previous waves and will affect the tracking of the numbers.

Statistical Note: A single-line “up” arrow (↑) indicates a significant increase and a single-line “down” arrow (↓) indicates a significant decrease from the last wave in 2005. A block “up” arrow (⇑) indicates a significant increase and a block “down” arrow (⇓) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

Overall Rating of Arlington City Services – Trend Animal Services (Top Two Box—Excellent/Good)

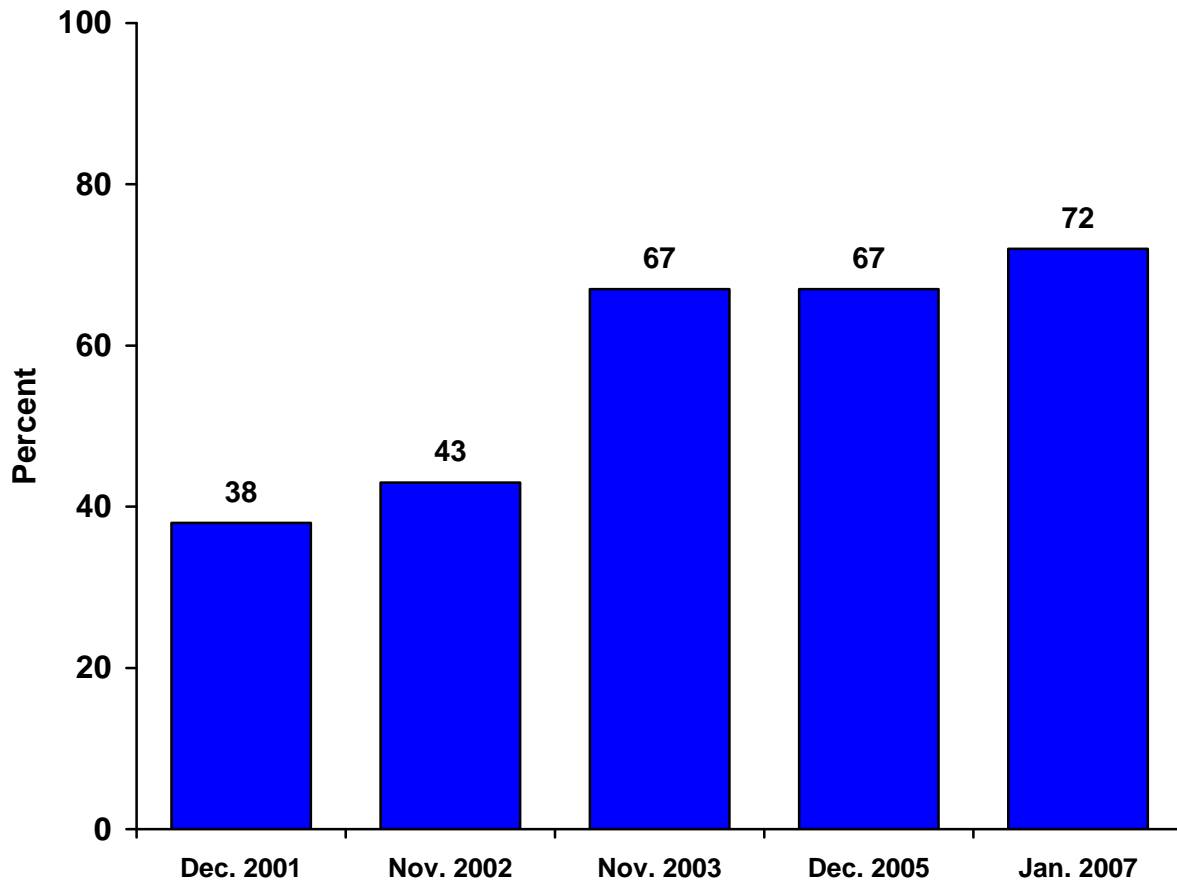


Question: Q11: "And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months."

Base: Total respondents, excluding "don't knows." (Base Varies)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the last wave in 2005. A block "up" arrow (⇑) indicates a significant increase and a block "down" arrow (⇓) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

Overall Rating of Arlington City Services – Trend Park & Ride (Top Two Box—Excellent/Good)

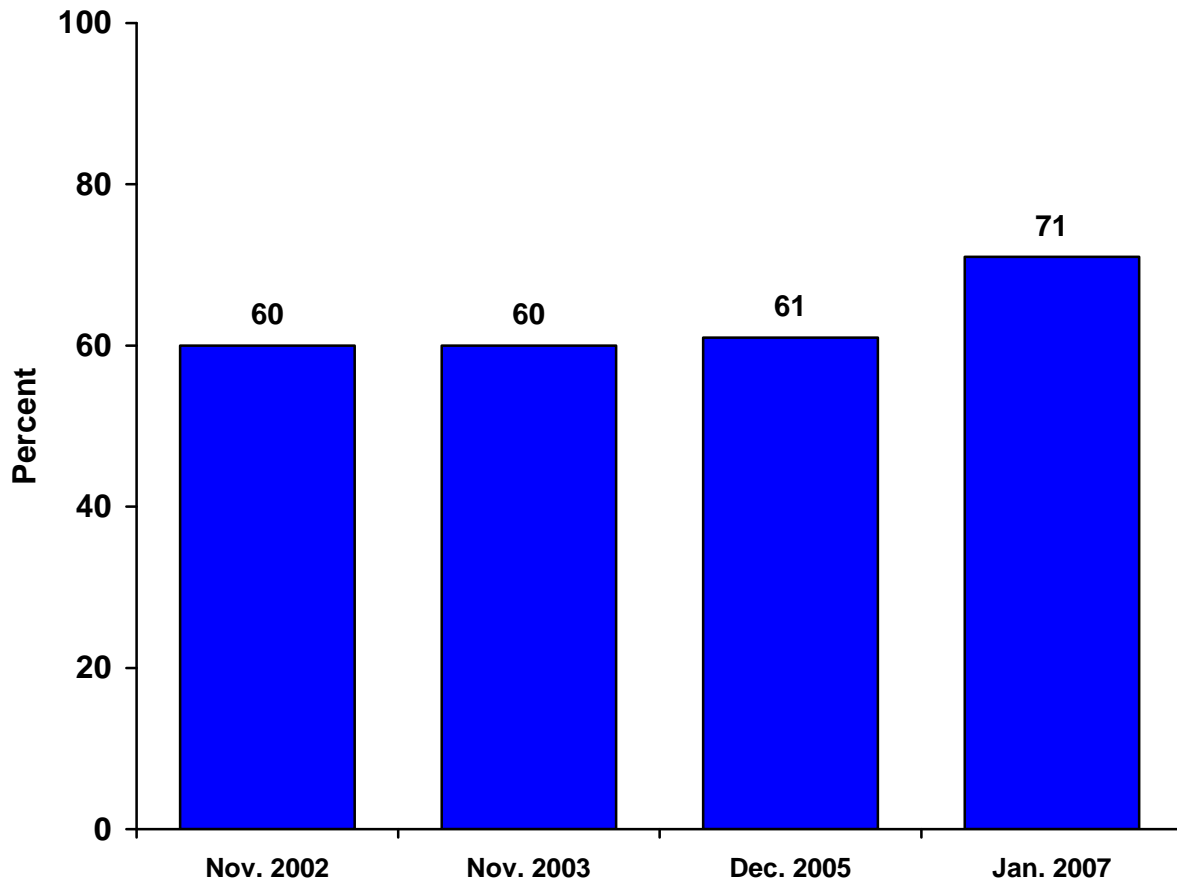


Question: Q11: "And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months."

Base: Total respondents, excluding "don't knows." (Base Varies)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the last wave in 2005. A block "up" arrow (⇑) indicates a significant increase and a block "down" arrow (⇓) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

Overall Rating of Arlington City Services – Trend Handitran Transit Service (Top Two Box—Excellent/Good)

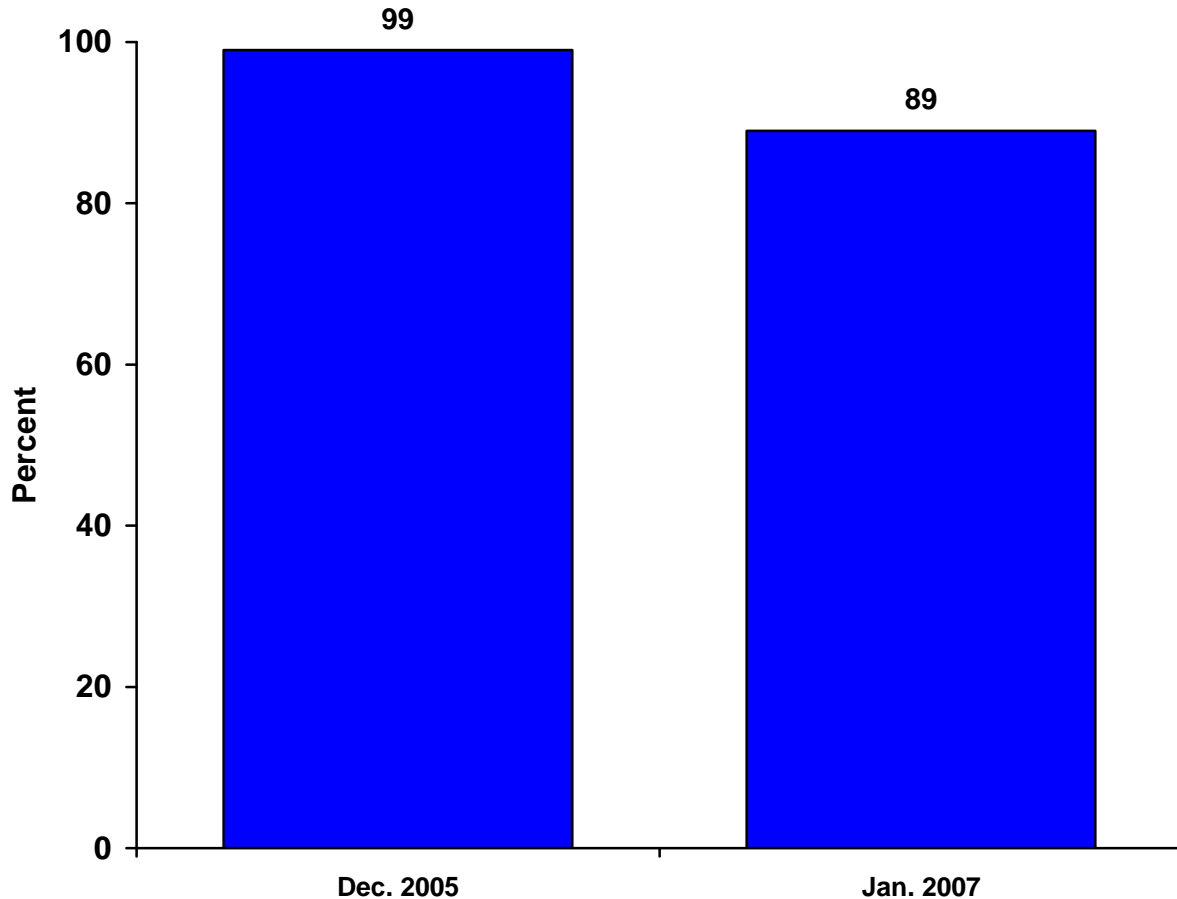


Question: Q11: "And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months."

Base: Total respondents, excluding "don't knows." (Base Varies)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the last wave in 2005. A block "up" arrow (⇑) indicates a significant increase and a block "down" arrow (⇓) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

Overall Rating of Arlington City Services – Trend Convention Center (Top Two Box—Excellent/Good)



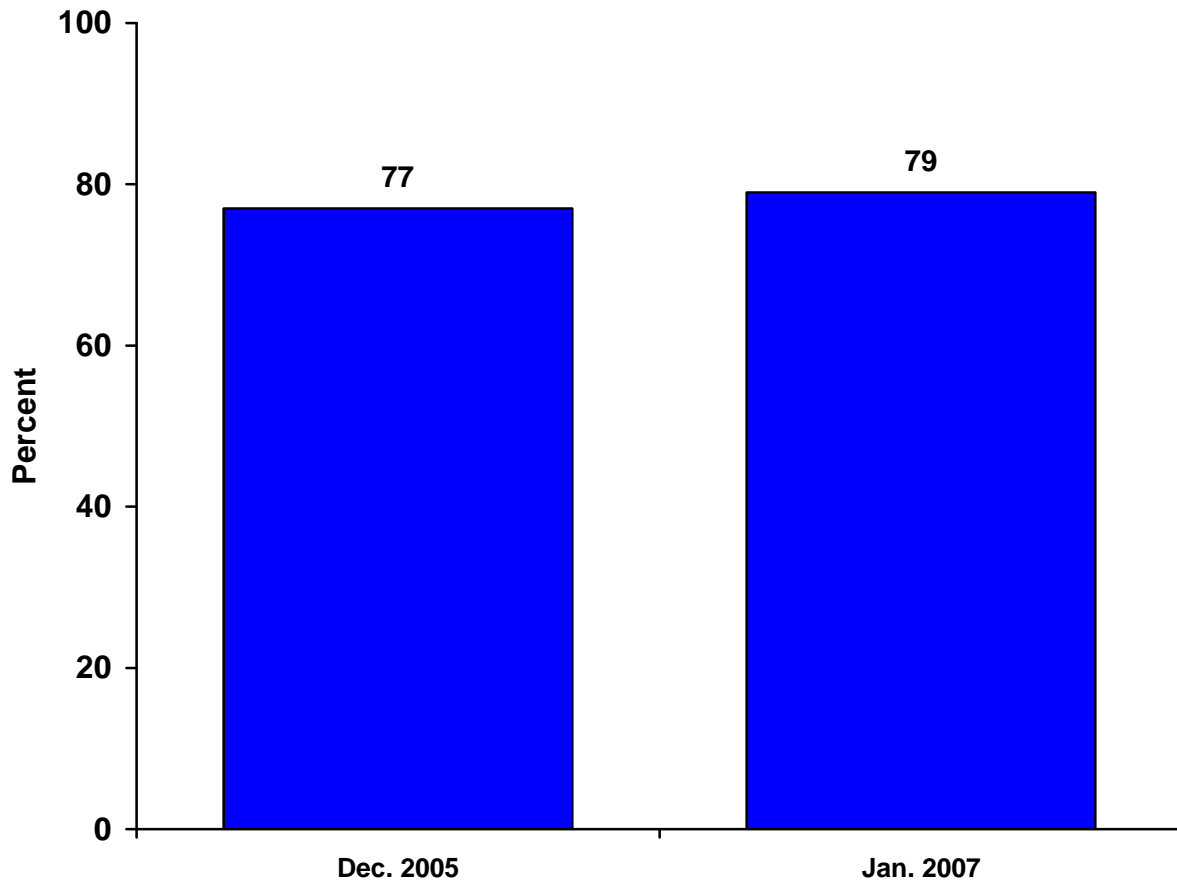
Question: Q11: "And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months."

Wording of this question along with rating scale changed slightly from previous waves and will affect the tracking of the numbers.

Base: Total respondents, excluding "don't knows." (Base Varies)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the last wave in 2005. A block "up" arrow (⇑) indicates a significant increase and a block "down" arrow (⇓) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

Overall Rating of Arlington City Services – Trend Municipal Court Service (Top Two Box—Excellent/Good)



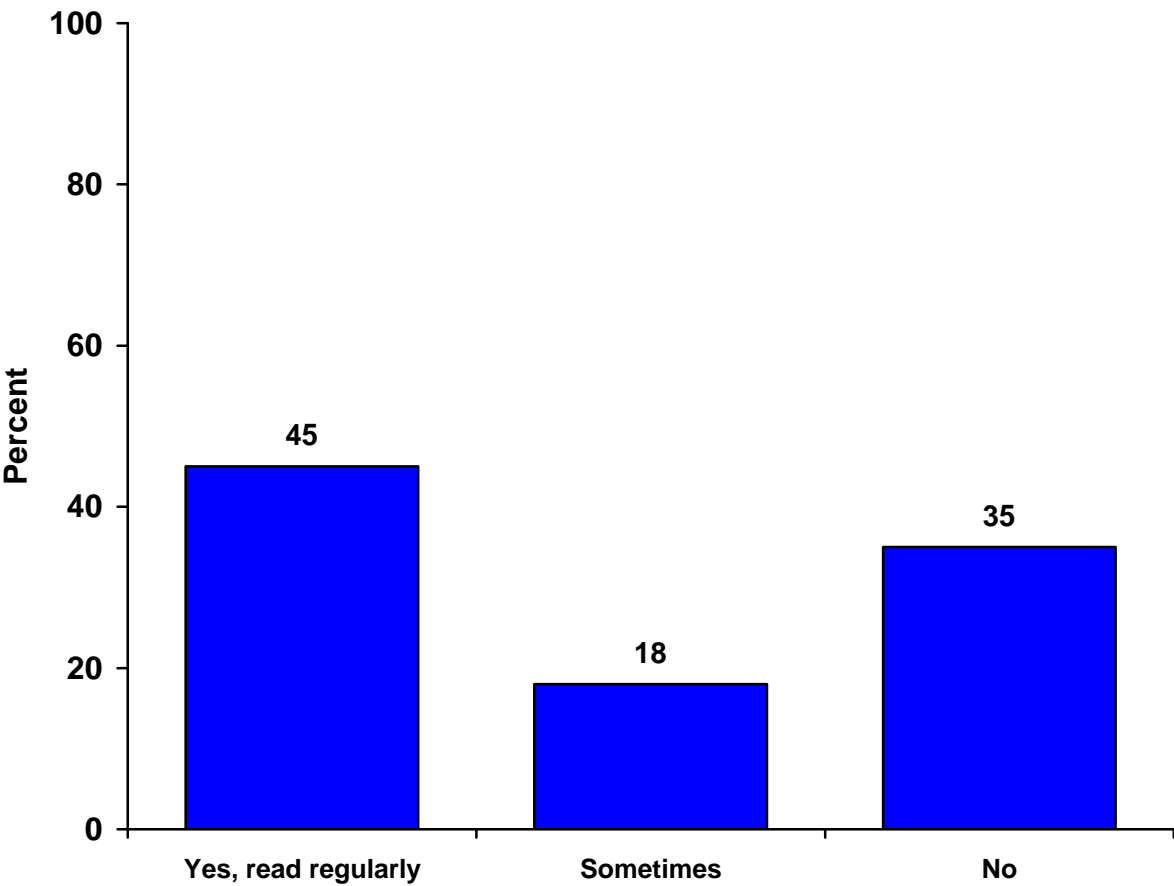
Question: Q11: "And thinking about any services and facilities that the City provides, please rate each of the following services and facilities you have used or visited in the past 12 months."

Wording of this question along with rating scale changed slightly from previous waves and will affect the tracking of the numbers.

Base: Total respondents, excluding "don't knows." (Base Varies)

Statistical Note: A single-line "up" arrow (↑) indicates a significant increase and a single-line "down" arrow (↓) indicates a significant decrease from the last wave in 2005. A block "up" arrow (⇑) indicates a significant increase and a block "down" arrow (⇓) indicates a significant decrease from the first wave in 2000 (i.e., difference significant at or above the 95% confidence level.)

Readers of the Arlington Section of the Newspaper



Question: Q28a: “Do you read the Arlington section of the local newspaper regularly?”

Base: Total respondents, (Base n=445)

Respondent Profile

	December <u>2000</u>	December <u>2001</u>	November <u>2002</u>	November <u>2003</u>	December <u>2005</u>	January <u>2007</u>
(Base: Total Respondents)	(500)	(502)	(500)	(505)	(457)	(445)
Years In Arlington	%	%	%	%	%	%
Less than one year	7	7	5	5	5	3
1-3 years	17	18	15	14	13	12
4-6 years	13	14	14	15	13	12
7-10 years	12	10	12	10	13	9
More than 10 years	51	51	53	54	53	61
Refused/No answer	0	0	1	2	3	3
Primary Residence						
Own	67	67	70	70	67	76
Rent	32	33	29	25	28	21
Refused/No answer	0	1	2	5	4	3
Type of Dwelling						
Single-family home	NA	NA	NA	NA	NA	76
Duplex	NA	NA	NA	NA	NA	3
Mobile home	NA	NA	NA	NA	NA	0
Condominium	NA	NA	NA	NA	NA	3
Apartment	NA	NA	NA	NA	NA	12
Other	NA	NA	NA	NA	NA	3
Refused/No answer	NA	NA	NA	NA	NA	3
Vote In City Elections						
Always	27	26	30	22	30	36
Often	34	33	30	34	31	33
Seldom	17	21	17	18	16	17
Never	21	20	20	21	18	12
Don't know/ No answer	1	1	2	5	5	3
Internet Access						
Yes	85	84	81	80	79	87
No	15	16	18	15	16	11
Refused/No answer	0	0	1	5	5	2

	<u>December 2000</u>	<u>December 2001</u>	<u>November 2002</u>	<u>November 2003</u>	<u>December 2005</u>	<u>January 2007</u>
(Base: Total Respondents)	(500)	(502)	(500)	(505)	(457)	(445)
School Age Children in HH	%	%	%	%	%	%
Yes	NA	NA	NA	NA	NA	36
No	NA	NA	NA	NA	NA	64
School Districts						
Arlington	NA	NA	NA	NA	NA	72
Mansfield	NA	NA	NA	NA	NA	11
Other	NA	NA	NA	NA	NA	17
TV Service						
Network TV	NA	NA	NA	NA	NA	14
Cable TV	NA	NA	NA	NA	NA	43
Satellite TV	NA	NA	NA	NA	NA	30
Other	NA	NA	NA	NA	NA	7
Don't know/No answer	NA	NA	NA	NA	NA	6
Ethnicity*						
African American or Black	NA	NA	9	10	9	10
American Indian	NA	NA	1	1	1	2
Asian or Pacific Islander	NA	NA	2	4	2	2
Caucasian or White	NA	NA	74	66	66	67
Hispanic or Latin American	NA	NA	8	8	9	10
Multi-ethnic	NA	NA	1	2	2	3
Other ethnic background	NA	NA	2	3	10	1
Refused/No answer	NA	NA	3	8	0	5

* Ethnicity asked beginning in 2002.

(Continued)

Respondent Profile (Continued)

	December <u>2000</u>	December <u>2001</u>	November <u>2002</u>	November <u>2003</u>	December <u>2005</u>	January <u>2007</u>
(Base: Total Respondents)	(500)	(502)	(500)	(505)	(457)	(445)
Zip Code (By Quota)	%	%	%	%	%	%
76001	6	6	6	6	6	6
76002	2	2	2	2	2	2
76006	7	7	8	7	7	7
76010	13	13	12	12	13	13
76011	7	8	7	7	8	7
76012	9	9	9	8	9	9
76013	10	9	10	10	10	10
76014	10	10	8	9	9	8
76015	6	5	6	6	5	6
76016	11	10	10	11	11	11
76017	14	14	13	14	14	14
76018	7	6	7	7	7	7
Age (By Quota)						
18-24	9	9	9	9	9	6
25-34	23	23	21	22	23	20
35-44	27	28	29	28	27	28
45-54	20	20	20	20	20	21
55-64	11	11	11	11	11	13
65 or older	10	10	10	10	10	12
Gender (By Quota)						
Male	50	50	50	50	50	46
Female	50	50	50	50	50	54

Data Collection

Telephone Interviewing

Each primary number in the sample received an original call and up to two callbacks at different times on different days. If, including weekends, an interview could not be completed after two callbacks, substitution was permitted.

Data Tabulation

The final statistical tables were created via UNCLE®. This comprehensive data management and cross-tabulation system has one overriding objective in mind: the production of consistently accurate statistical tables. For example, most formatting is automatic within UNCLE® to eliminate format-related errors. The software contains hundreds of embedded error-trapping algorithms to eliminate syntactical errors. The system produces a Summary Report, to condense all of the programmer's instructions into a simple, easy-to-read format, which makes any programming errors easy to find during quality-control checking. Another quality-control procedure involves a thorough crosscheck of percentages in the statistical tables against the same percentages in an UNCLE® Marginal report. (Within UNCLE®, the Marginal program and the program module which compiles the statistical tables are based upon different algorithms so that each can serve as an independent accuracy check upon the other.) Additionally, tabulation programmers follow a multi-step, quality-control checklist to ensure production of accurate statistical tables.

All questionnaires and source documents will be stored by Decision Analyst for six months before being destroyed. The data itself will be stored on magnetic tape for three years. During this time period, additional cross-tabulations or statistical analyses can be purchased at Decision Analyst's standard hourly rates.

Statistical Tables

The statistical tables are labeled across the top (i.e., the banner) with the respective cross-tabulation descriptors (bannerpoints such as male, female, Western Washington, Balance of West). Below these Bannerpoint descriptors are the bases (the number of respondents) used to calculate the columns of percentages. Columns of percentages which add to more than 100% are the result of computer-rounding errors or multiple responses. Small differences from 100% are usually computer-rounding errors, while large differences typically are the result of multiple responses.

Statistical Variation. All percentages shown in the statistical tables are subject to statistical variation, or statistical error. The smaller the sample of respondents (i.e., the smaller the "base"), the larger is the statistical variation in the corresponding percentages, usually. The table below presents approximate statistical error for percentages based upon different sample sizes.

Statistical Error Ranges*					
Size of Sample	At Various Percentage Levels				
	50%	40% or 60%	30% or 70%	20% or 80%	10% or 90%
50	±14.0	±13.7	±12.8	±11.2	±8.3
75	±11.4	±11.1	±10.4	±9.1	±6.8
100	±9.8	±9.6	±9.0	±7.9	±5.9
150	±8.0	±7.8	±7.3	±6.4	±4.8
200	±6.9	±6.8	±6.3	±5.5	±4.2
250	±6.2	±6.1	±5.7	±4.9	±3.7
300	±5.6	±5.5	±5.2	±4.5	±3.4
400	±4.9	±4.8	±4.5	±3.9	±2.9
500	±4.3	±4.3	±4.0	±3.5	±2.6
600	±4.0	±3.9	±3.6	±3.2	±2.4
700	±3.7	±3.6	±3.3	±2.9	±2.2
800	±3.4	±3.3	±3.1	±2.7	±2.0
900	±3.2	±3.1	±2.9	±2.6	±1.9
1000	±3.0	±3.0	±2.8	±2.4	±1.8

*At 95% level of confidence.

When sample sizes are small (less than 100), extra caution should be exercised in interpreting the corresponding percentages.

QUESTIONNAIRE